

# Contents

## WRITE

1. “It’s Easy to Write”
2. Write Using a Speech-to-Text App
3. Write As If You Were Talking With Your Best Friend
4. Write The Way Everyone Talks
5. List a Sentence’s Idea Units
6. List a Sentence’s Words
7. Identify Each Sentence’s Point
8. Write Each Sentence on a New Line
9. Write and Speak Concisely
10. Make a Sentence Concise in Three Steps
11. Omit Uninformative Words
12. Your Wordiness and Long Sentence Alarms
13. Say and Write the Shortest Words and Sentences
14. Use the Least Words
15. Use the Shortest Synonym
16. Choose the Best Word Later
17. A Word You’re Looking For Usually Exists
18. Use Parataxis Sentences
19. Use Elliptic Sentences
20. The Writing Process
21. Assemble an Outline
22. Choose Your Thesis Statement
23. Write in Ways That Are Easy to Read
24. Sometimes an Introductory Statement is Unneeded
25. Sometimes a Linking Word is Unneeded
26. Use Contractions More Often
27. A List of 47 Contractions
28. Concise Sentences Reduce Costs
29. Avoid Starting a Sentence With “And”, “Also”, or “Additionally”
30. Don’t Use “By”, “Really”, “Very”, or “You Can”
31. Instead of “There is” or “There are”, Use “Has” or “Have”
32. Instead of “OF THE”—Use the Possessive Noun

33. Don't Use "This" When You Mean "That"
34. When You Mean "The Following", Don't Use "This"
35. Vigorous Verbs Inform Fastest
36. Usually Place the Adverb Before the Verb
37. Say or Write Anything You Want To
38. When You're Alone, Say Anything You Want As Loud As You Want
39. Use the Active Voice
40. Use Full Words
41. Each Syl•la•ble Plays One Beat
42. After Each Comma, Clap Once
43. Include an Advanced Word
44. Include a Short Human Interest Anecdote
45. It's Best to Write Positively
46. Use Person, Individual, or Human (Being)
47. Use a Text-to-Speech App
48. Read Aloud What You Wrote
49. Speech-to-text Apps Also Transcribe Audio-recorded Words
50. Use Little Rhetoric
51. Ask Direct Questions
52. Wordiness Wastes Time, Energy, and Resources
53. Nonetheless, Sometimes It's Okay to Be Wordy
54. Rephrase and Repeat Crucial Statements
55. To Write As Effortlessly As You Speak, Write Daily

## EDIT, REWORD, REWRITE

56. Edit-Edit-Edit
57. Use Four Different Color Ink Pens to Edit
58. Strike-Through Each **Uninformative Word**
59. Substitute Words That End in "ing"
60. Word Order
61. Order Actions Logically and Chronologically
62. Order Words Based on Their Importance
63. The Inverted Pyramid
64. To Inform Fastest, the Word Order Invert
65. Say The Most Consequential Word or Words First
66. The Last Word Usually Impacts Most and Echoes
67. Clause Order
68. Sentence Order

69. Reorder Text Units in PowerPoint
70. Vary Sentence Length
71. Always Flip Sentence's Parts
72. Play the Word Order Game
73. Paragraph Order
74. Optimize Paragraph Order
75. Give Each Group of Paragraphs the Shortest Distinctive Subtitle
76. Capitalize Titles in TitleCaseConverter.com
77. Ulterior Goal Wording
78. Substitute a Word, a Phrase, or Reword the Sentence
79. Feel, Think, Articulate, Talk, and Write Perfectly
80. Perfect Your Sentences
81. Use Words or Digits?
82. Brevity Codes Inform Fastest
83. End Certain Words in "ic" Not in "AL"
84. Visually Differentiate Text
85. Telegraphic Writing
86. Internalize "The Bedford Handbook"

## WORDS

87. Words Control How Each Person Feels, Thinks, and Acts
88. English Generates the Greatest Advancements
89. Compound Words
90. Hyphens
91. Words That Omit the First Syllable
92. Shortened or Abbreviated Words
93. Blend Words
94. Words With Multiple Meanings
95. Fully Appreciate Each Word, Each Thing, and Each Moment
96. Use Every New Word, Synonym, and Antonym You Learn
97. Certain Words Can Make You Feel How You Want to Feel
98. Learn a Foreign Language and Use It Often
99. Freewriting and Writing Extemporaneously
100. Write to Only Please Yourself (When Y
101. Keep a Journal and a Thought Log
102. Pretend You're Writing a Book and Publish It For Fun
103. Write Sitting on the Most Comfortable Chair
104. Keep Your Spine Aligned

- 105. Keep Reminding Yourself to Sit and Stand Straight
- 106. Everyone Usually Misremembers the Details of What Happened

## **ENJOY PERFECT HEALTH AND HAPPINESS**

- 107. Perfect Health is Automatic
- 108. Inhale Fresh Air and Get Some Direct Sunshine
- 109. Physical Exercise Cures and Revitalizes
- 110. Never Again Eat a Food That Made You Sick
- 111. Track How Easily You Digested and Excrete a Food
- 112. Write and Track Every Error
- 113. Ventilate Bedrooms
- 114. Write a List of the Ten Things You're Thinking
- 115. Create Charts, Checklists, Graphs, Lists, Mind maps, and Timelines
- 116. Occasionally Work Standing
- 117. Use Google Tasks and Google Calendar
- 118. List Your Top Ten Values
- 119. The Transposed Letters Effect

## **IMAGINE, MAKE-BELIEVE, INVENT, EXPERIMENT**

- 120. Live Inventively and Experiment
- 121. Live As If You Have Already Accomplished a Specific Goal
- 122. Write Whatever Comes Out From You—Even If It's Nonsense
- 123. Handwrite in Cursive Letters to Clarify What You're Feeling
- 124. Cautiously Set Your Goals and Choose Your Direction

## **EXPRESSIONS TO USUALLY OMIT**

# WRITE

Writing lets you read what you're thinking

## 1. "It's Easy to Write"

However, editing takes time

"Writing is easy, all you have to do  
is cross out the wrong words." — Mark Twain

Writing is a sequence  
of mechanical movements  
you—via your brain—  
direct your hands to perform  
to register the words you  
or someone else thinks and says.

After you write a sentence,  
cross out or strikethrough  
every unneeded, obvious, or useless word,  
or repeated idea.

Replace certain words,  
and if necessary,  
reword the sentence  
in a way that no one  
will need to ask you a question.

Rewriting is mostly rewording.

Each letter represents a sound  
and words represent the sounds  
a group of letters make.

Letters, words, writing, and reading  
are key components of the perfect world.

*To help you spot and become familiar with the usually unneeded words—in this book, I wrote most of them in ALL CAPS.*

## 2. Write Using a Speech-to-Text App

Don't waste time typing—*speech-to-text it*—write talking into a speech-to-text app to have it type each word you say into it in a Gmail, Google Doc, or MSW document.

Download the *Google Chrome* browser to your mobile device, tablet, or computer. Then download the free *Voice In Speech-to-Text* app into *Google Chrome*. The *Voice In Speech-to-Text* app is one of many excellent free speech-to-text app brands you can download and use at no cost.

*Grammarly* is the best writing assistance app. The free version is excellent, but *Grammarly Premium* is far better.

Two extremely helpful *Gmail* features, “Smart Compose” and “Smart Reply” (also called “Predictive Text”), and the ever-increasing number and scope of new apps keep letting everyone write more easily, better, and faster. They have transformed writing into what my tutees and I call *The Writing Game*. We play it every day, and every time, we all articulate, compose, and write distinctly better.

Write before or after breakfast in the morning. It's best to exercise in the morning and write later in the day because physical exercise gets more oxygen into your lungs and more blood circulating in your body and brain—it lets you feel, think, and write better. However, it's also good to write soon after you get up because you and your brain have just returned from the vacations your dreams take you on, and you're fully rested and fresh.

Because to write by speaking into a speech-to-text app, all you need to do is hold your mobile device near your lips and write by talking wherever you are, even as you walk or ride in a vehicle. You can also only “audio record” your thoughts and transcribe them later. Your speech-to-text app also types any words you audio-recorded—yours or anyone else's.

## 3. Write As If You Were Talking With Your Best Friend

People think and write best when they're relaxed and are not afraid to say what they really feel and think. Writing what you would say to your best friend is usually the best way to write because it lets you write to a specific person, not a person or a group of people you don't know. Writing to a specific person, such as your best friend, is stun-

ningly powerful because it activates the brain cells that store your memories of the things you and your best friend did together, and primarily those brain cells will feed you the perfect words phrases you're looking for as you write. To put your brain in that special mode, say or write something like: "Dear (write the person's name here):" and write to that person as if they were sitting next to you and you were talking with each other.

When you write something formal, address it to the average reader. When you write something for business, address it to a specific employee or group.

Anytime you write, write "for yourself". Register what "you" really feel and think. Do not write to satisfy or please anyone else. After you capture what "you" really feel and think, you will probably need to reword it in a way that other people will easily also understand what you wrote.

## 4. Write The Way Everyone Talks

Initially, it's best to write conversationally, which is how everyone talks, because you can always reword anything—concisely. Almost everyone talks wordily, says obvious, uninformative, unneeded, useless, words, repeats things, and sometimes makes mistakes and corrects them as they talk. "The ear compensates for missing grammar, syntax, and transitions that the eye would not tolerate in print" (William Zinsser).

Like eating, sex, music, and art, spoken or written words stimulate the brain's peak pleasure centers. When you talk with friends, tell a story, tell jokes or are being funny, when you give a speech to a specific audience, or make certain types of presentations, sometimes it's best to talk or write wordily—the way everyone talks. But though it's more fun to listen to or read almost anything someone is saying or wrote the way everyone talks, it takes more time than if it had been expressed concisely.

"Brief" is the short way to say "concise", but each word means something slightly different. "Brief" expressions give no details. "Concise" expressions give the details concisely.

Whoever what you write is intended for, the best way to write anything is to write exactly what you would tell your best friend.

However, writing that way takes about 20% more time to read than if you had written the same points concisely. The advantage is that if you wrote something wordily, if you need to, you can reword it concisely.

L.A. Sherman said people can only write as well as they speak because each person articulates and composes what they write the way they speak (1893). The typical spoken sentence is the product “of the [ongoing] race” to perfect it. “Because it’s the product of millions of daily efforts” by billions of people to express their thoughts and ideas optimally, the typical spoken sentence is usually the best way to say or write things.

Like many landmark books that have influenced society and history, writing expands the writer’s and reader’s knowledge, intelligence, power, and influence over people and events. Every book also outlives its author and makes his or her ideas, if the book is not burnt or lost, practically immortal.

Isaac Asimov (1920–1992), the genius, prolific science, popular science, and science-fiction writer, said: “*Writing is fun. The more I write, the easier it gets*”. From 1939 to 1992 (53 years), he wrote and published 40 novels, 383 short stories, over 280 non-fiction books, and edited about 147 other books. He wrote his first 100 books in 20 years (5 books per/year). His second 100 books in 10 years (10 books per/year). And his third 100 books in six years (about 1.4 books each month).

## 5. Write Each Sentence as *Idea Units*

### Write every sentence using the Idea Unit Sentence Writing Method

Each sentence should contain **only one** thought.”

— William Zinsser

It’s best for each sentence to contain only one thought. And for that one thought to only contain one idea. However, it is perfectly fine for a thought to contain more than one idea. And also for any idea to contain one or more “idea units”.

To make a sentence easier to write, analyze, comprehend, see spelling, punctuation, grammar errors, or errors of logic, and work with it, separate that sentence into its idea units.

The “idea”: “Look at each word in a sentence and ask yourself: Does this word help that sentence work?” contains two idea units. The



first ends after the colon—the second starts with the word “Does”. However, sometimes, if you prefer to work with smaller idea units, it’s okay to separate a long idea unit into “two” smaller idea units to help you do what we all write idea units for: to better grasp an idea unit’s meaning.

| IDEA UNIT   | WORDS |
|---|-------|
| Look at each word in a sentence and ask yourself: | 10    |
| Does this word help it work?                      | 6     |

Don't only use the *write each idea unit on a separate line method* to “edit or reword” text. To be hyper-aware of each sentence’s components—“write entire sentences”, separating each one into its idea units.

Make your idea units as short or as long as you like, depending on the length of the idea units that help you comprehend a sentence’s parts best.

| IDEA UNIT                                   | WORDS |
|---|-------|
| In the order you think of them,             | 7     |
| use the shortest, simplest, and least words | 7     |
| to write each <i>idea unit</i>              | 4     |
| on a new line                               | 4     |
| one under the other.                        | 4     |
| If one idea unit                            | 4     |
| contains more than one idea,                | 5     |
| divide it into two or more idea units       | 8     |
| and write each one on a new line.           | 8     |
| If you think an idea unit                   | 6     |
| might work better elsewhere,                | 4     |

|                                  |   |
|----------------------------------|---|
| move it there                    | 3 |
| to see if it does.               | 5 |
| Keep re-ordering                 | 2 |
| and rewording                    | 3 |
| a sentence's idea units          | 4 |
| till that sentence says          | 4 |
| exactly what you want it to say. | 7 |

As you write separating sentences into their idea units, you'll get into the habit of also "thinking" in terms of idea units and mentally separating idea units.

A different way • to separate each idea unit • from the idea unit that follows it • is by—between each two idea units— • typing *a space followed by one bullet and a space*, as in the preceding sentence. In your final draft, delete all those bullets.

## 6. Identify Each Sentence's Point

Some of the best sentences *only* contain their "key, core, or root message", their point. Stripped of all their uninformative, unneeded, useless, obvious words or repeated ideas, and reduced to their key messages, sentences radiate *intelligence* and can be delivered fastest. As you search for a sentence's keywords and key message, you will come across all its uninformative, unneeded, useless, obvious words and any idea that sentence might be repeating that you already mentioned (in that sentence or paper). If you find anything a sentence can work without, delete it.

In the following example and this book, I capitalized each unneeded word because they distract, slow message delivery, do not inform, and can be deleted (or if you prefer, left in, but in upper and lower case letters, or perhaps with its first letter capitalized).

The key message of the sentence "INDIVIDUALS ARE NOT ANGELS; they're selfish and irrational beings" is "Individuals are selfish and irrational". To simplify it, I deleted the words "INDIVIDUALS ARE

NOT ANGELS”. However, depending on what you want to accomplish, you might need to leave those four words in.

In the sentence: “ONE KEY BENEFIT OF USING contractions IS THAT THEY quicken the pace”. The key message and the point is that “Contractions inform fastest”. Because the words “ONE KEY BENEFIT OF USING” and “IS THAT THEY” do not provide crucial information, I deleted those eight words and—to expedite communication by informing faster, I simplified and improved “quicken the pace” to “inform fastest”, and reduced the original 12-word sentence to 3 words: “Contractions inform fastest”, which says it.

To trim a sentence to its key message, to its point, select each useless word and hit Control + Shift + X to strike it through, like “~~this~~”. Another way to trim a sentence to its key message is to give each unneeded word an **electric yellow**, **electric pink**, **electric green**, or **electric cyan** “background” to make the unneeded words stand out, so you can unequivocally see how wordily you wrote certain sentences and delete its unneeded words. Giving the unneeded words a color background will also help you see and accept that you might still be writing wordily, what your wordy writing patterns are, and that you need to keep developing your ability to write concisely.

Dissect every sentence to spot every word you can safely delete and leave in only those that work and let you deliver the point *fastest*. The ones that let you inform and communicate *fastest*.

One of the greatest benefits of writing daily is that it helps you write better first drafts. One way to work up to that (realistically and easily attainable) level is to write, edit, and reword sentences so they only contain their *key message*—their point.

As you keep writing, editing, rewording, and rewriting, the more consequential and more informative word or words you identify in what you wrote, the more you’ll be *thinking* in terms of those excellent words, the more you’ll put them at the “beginning” of a sentence, and the more you will put the details in a sentence after the most consequential or most informative word in the sentence. Soon you will be saying and writing statements like: “**True** it is”—instead of “It’s **true**”. Or “**Cute** she is”—instead of “She’s **cute**”. “**Good**”—instead of “That’s **good**” or of “That sounds **good**”.

A unique and enlightening way to better grasp what a sentence is saying or attempting to say and uncover its key message is to reword it in a way that says *the opposite*.

To get a sentence to say what you want it to say in the exact way you want to say it, read it to yourself aloud so you can “hear” if you need to delete, add, or change a word. It is impossible to detect all the words one needs to delete, add, or change in a sentence by reading it silently.

## 7. Write Each New Sentence on a New Line

*Sentences written next to one another make it harder to differentiate between their needed words and their unneeded words, obvious words or ideas, repeated ideas, and other errors.*

Correct sentence order is crucial. Eliminate confusion and let your readers fully understand you by writing each new sentence on a new line. Check to see that each sentence is in its correct place in the paragraph.

| ORDER A PARAGRAPH’S SENTENCES  |
|--|
| 1. Write each sentence on a new separate line, or write the sentences you previously wrote, each sentence on one line. |
| 2. Set the vertical spacing to 2.0.  |
| 3. Identify each sentence’s key message—its point.   |
| 4. Delete every unneeded, useless, or obvious word.  |
| 5. Delete any idea you wrote more than once but do not want to repeat to emphasize it or for some other reason.        |
| 6. Check to make sure that every sentence in the paragraph is in its place.  |
| 7. If you see a sentence that is not in its correct place in a paragraph, move it to its correct place.                |

Concise sentences are perfect, beam intelligence, are a pleasure to hear or read, and save time, energy, and resources. Talking and

writing concisely are the most effective and fastest ways to inform. Wordy sentences are the opposite. Intelligence, concision, and wordiness are highly “contagious”.

Depending on how wordy a text is, anyone who applies the “Write Each Sentence on a Separate Line One Below the Other” method can delete from *20% to 50% of the original words*. “Most first drafts can be cut by 50% without losing any information or losing the author’s voice” (William Zinsser, “On Writing Well”). The tips, techniques, and methods I am showing you in this book *work flawlessly every time*.

### 8. Write Each of a Sentence’s Words on a New Line

The best way to edit and rewrite a sentence is by writing a sentence’s words *one below the other* to dissect and deconstruct it so you can see each “word” as a “separate entity” that only has white space on its left and right sides. Only that one-of-a-kind format will let you focus “all” your attention on one word at a time, and let you grasp how consequential each word is and realize that anytime you move a word or replace it with a different word, you will change the sentence’s message.

| WRITE ONE WORD ON EACH LINE |
|-----------------------------|
| Write                       |
| each                        |
| of                          |
| a                           |
| sentence’s                  |
| words                       |
| on                          |
| a                           |
| new                         |

|        |
|--------|
| line.  |
| One    |
| below  |
| the    |
| other. |

Because you can change the order of any sentence’s words at any time, *write any word or write any idea unit in any order*—such as the order your brain sometimes feeds you certain words.

### 9. Write and Speak Concisely

| WORDY                 | CONCISE     | LETTERS |
|-----------------------|-------------|---------|
| despite the fact that | though      | 21:6    |
| does not have to      | need(s) not | 16:9    |
| does not have any     | lacks       | 17:9    |
| due to the fact that  | because     | 17:7    |
| for fear that         | lest        | 13:4    |
| he did not have any   | he had no   | 19:9    |
| how is that possible  | how so      | 20:6    |
| if I would’ve known   | had I known | 21:11   |
| if it weren’t for     | but for     | 17:7    |
| impact                | hit         | 6:3     |
| implement             | apply       | 9:5     |
| in a different place  | elsewhere   | 20:9    |
| in what other way     | how else    | 17:8    |
| nothing more than     | but         | 18:3    |

|                       |                |      |
|-----------------------|----------------|------|
| sufficient            | enough         | 10:6 |
| direction of the wind | wind direction | 5:2  |
| whether or not        | if             | 3:1  |

In 1946, George Orwell, the author of “1984” advised: “Never use a longer word where a short one will do”. I applied the “Make a Sentence Concise in Three Steps” method and was very surprised that I had reduced his 11-word sentence to 6 words: “Use the shortest words that work”. Then to 4 words: “Use short, simple words” or “Use the shortest words”. Then to 3 words, “Use short words”. From eleven down to three words is newsworthy. Everyone needs to know that that is possible because it mathematically illustrates how powerful that method is.

Both concisely articulated statements and statements articulated the way we all talk—which is “wordily”—are easy to understand.

The difference is that each concise statement saves every listener and every reader time, energy, and money. The less time it takes to say, listen to, write, or read anything, the sooner people can perform their next task.

Simple messages are quickly understood, but complex messages take more time and energy to listen to, read, and understand. After you write everything you want to say, depending on who your audience is, leave it sounding the way people talk—or make it concise.

The more statements you make concise, the easier it gets, and the better you get at it. In a short time, you will be extemporaneously talking concisely, writing more concise first drafts, and “thinking” more concisely. But never be overly concise—unless you need to.

CONCISELY ARTICULATED SENTENCES LET YOU SAY WHAT YOU ARE NOW SAYING IN 5 MINUTES, IN 4 MINUTES, AND WRITE WHAT YOU ARE NOW WRITING IN 10 WORDS, IN 8.

Everyone reads numbers faster than they can read a string of letters. If you prefer, use numbers instead of words that represent a number. But in a school or formal paper, never substitute a number for a word. However, in some sentences, you may need to present some scientific data as digits, as in “1,295 experiments”.

When each reader reads a “concisely written” publication, they will save about 20% of the time they would have used to read the publication if it had been written wordily. Each time the text in a publication is “concisely written” and printed thousands or millions of times, the amount of cumulative time the readers save is massive.

The word “it” is one of the most useful and versatile, and it’s often also the correct and optimal substitute for a word or idea you already said or wrote in a previous sentence because “it” refers—and can only refer—to that word or idea. Also, after saying or writing: “I needed to rest,” it’s best to say or write “and did”. Not “I needed to rest, and rested”. In that case, “it” says “rested”.

In “The Analytics of Literature”, L.A. Sherman, a professor of English Literature at Nebraska State University in 1893, wrote that: “Over time”, by becoming “less formal, less stiff and more like spoken language . . . written language becomes more efficient”, and “each year, professionals will write slightly shorter sentences”.

I interpret those two seemingly contradictory predictions to mean that in the future, because they’re simpler and use fewer and shorter words, people will talk using “shorter sentences”, will also write less formally, and also use a few more “contractions”—which even the Federal Government is using in some of its publications, and even CNN is using, as in “hasn’t publicly acknowledged”. In part because contractions make statements sound the way people talk.

Professor L.A. Sherman also verified that “Shorter, concisely written sentences increase readability”, and predicted that writing will become less formal, less stiff, and “more like spoken language”.

Wordy sentences can sound or read like the speaker or reader is going in circles—making short messages long. However, sentences written the way people talk, informally and wordily, also increase readability, mainly because almost everyone almost always expresses themselves informally and wordily and it’s familiar.

Do the math. Quantify the time and energy you waste each day talking wordily by asking yourself, “On average, how many people do I talk to in person or on the phone each day? Then ask yourself, “How many emails, memos, letters, reports, and other things do I write each day? How long does it take me to write each one? And what is the total time I spend writing each day?



When you multiply those times by the five workdays—the total times will shock you! When you add up the time and energy you are throwing out the window each time you talk or write wordily each day, each week, each month, each year, and the time you will have wasted doing those two indispensable actions in your life, it will stun you!

The great news is that by applying this book’s concise communication techniques, you will stop “wasting” massive amounts of time and energy and be able to use them more gainfully.

Benjamin Franklin explained that “time and energy are money because anyone can use them to earn money”. But, after work, communicate as wordily as you want.

## 10. Make a Sentence Concise in Three Steps

**Close to half of all the words in a first draft can be deleted**

|  |
|--|
| 1. Look at each word in a sentence and ask yourself: Does this word help this sentence work? If it’s inessential, delete it          |
| 2. Check each word or phrase to see if it’s obvious, and delete them   |
| 3. Check each word or phrase to see if an idea is repeated, and if you do not want to repeat it, delete it vertical spacing as is OK |

Talking or writing concisely beams intelligence. Concise sentences are fully alive, dynamic, economical, expeditious, and delivered *instantly!* Wordy sentences are the opposite. To discover a sentence’s simplest and most concise version, reword it in as many ways as you can. Some concise sentences are works of art where writers state what they want to say in the exact way they wanted to write it or say it. Making a sentence concise is like getting a haircut, trimming your nails, distilling water, or making a movable object aerodynamic.

Writing concisely accustoms you to think, articulate, and express yourself concisely. Get into the habit of making sentences concise. The more sentences you reword to make them concise, the better you’ll get at it. The more concisely you write, the more concisely you’ll speak.

The following is an excellent example of making a sentence concise. The wordy sentence has 15 words—the concise version has 8.

“The desire to exert total control over everything and everyone is what motivates every dictator”. “Dictators want control over everything and everyone”. The concise version deleted “THE DESIRE TO EXERT TOTAL CONTROL OVER”, and “IS WHAT MOTIVATES”—then replaced “every dictator” with “Dictators”, and “desire” with “want”.

The best sentences do not contain unnecessary words. Airline pilots can say, “It’s raining”, but they say: “At the present time, we are experiencing precipitation” (William Zinsser).

| THREE SENTENCES MADE CONCISE                                    |
|---|
| An invisible correlation exists between age and personal power. |
| The older a person is, the less physically powerful they are.   |
| However, because they’ve lived longer, they know more.          |
| • Deleted “invisible” because it is incorrect.                  |
| • Simplified “physically powerful” to “physical power”.         |
| • Changed “they are” to “they have”.                            |
| • Deleted “because they’ve lived longer”. It’s obvious.         |
| • A correlation exists between age and personal power.          |
| • The older a person is, the less physical power they have.     |
| • However, they know more.                                      |

Microsoft’s Pilot feature reduced those three sentences to two: “Personal power and age are inversely related. Older people are less physically powerful but have more knowledge due to their life experiences.” Then I “concised” that by rewording it to: “Older people have less physical power, but know more”. Then I simplified that to: “Older people are weaker”, then to be truthful, “concised” and reworded “have less physical power” to “are weaker”. The word “concised” is not in the dictionary. However, as much “concising” as takes place, let’s hope “concising” and “concised” become accepted.

When you do not want to be wordy, the challenge becomes to make sentences as concise as possible.

## 11. Omit Uninformative Words

Around one-quarter (1/4) of the words in most of the papers students take to a college Writing Center to have a writing tutor help them correct, do not inform, are unneeded—thus useless, and the tutors advise students to delete them.

In 1918, in *“The Elements of Style”*—one of the most recommended books on how to write well—Cornell University Professor William Strunk Jr. announced the solution to wordiness: *“Omit needless words”*:

VIGOROUS SPEECH AND WRITING ARE CONCISE.

THEIR SENTENCES CONTAIN ONLY NECESSARY WORDS.

THEIR PARAGRAPHS CONTAIN ONLY ESSENTIAL SENTENCES.

KEEP YOUR SENTENCES AND PARAGRAPHS SHORT.

THE BEST DRAWINGS HAVE NO UNNECESSARY LINES.

PERFECT MACHINES HAVE NO UNNECESSARY PARTS.

In *“The Golden Book on Writing”*, Dartmouth College Professor David Lambuth advises: *“Always use the simplest and shortest words”*.

Robert Hartwell Fiske—the concise writing pioneer, expert, and its most prolific advocate—wrote 20 excellent must-read books from 1989 to 2014 on how to write concisely.

Starting in 1949, effective writing, plain-talk, clear-thinking, reading, and readability expert Rudolf Flesch wrote 16 books every writer will enjoy reading. He also advised writers not to be overly brief, use contractions more, and if they want to, occasionally go off-topic. He suggested that everyone write that way because the best way to write is to write *“as if you were talking with your best friend”*.

His most famous but controversial book, *“Why Johnny Can’t Read—And What You Can Do About It”*, was an immediate bestseller and, for 37 weeks in 1955, it became an educational cause célèbre. In it, he explained that the *whole-word method*, also called the *“Look-Say”* method, was ineffective because it didn’t give students *phonics* training.

He was also critical of the simple stories and limited text and vocabulary in the “Dick and Jane” books because they only taught students to read by memorizing words and their meanings. He also warned that the “Look-Say” method did not prepare students to read the more complex texts they would need to be able to read in the higher grades.

12. Your Wordiness and Your Long Sentence Alarms

| YOUR WORDINESS ALARM                               |
|--|
| Your biologic Wordiness Alarm                      |
| rings to warn you that                             |
| you’re thinking of saying or writing               |
| something wordily,                                 |
| or that you’re hearing or reading something wordy. |

| YOUR LONG SENTENCE ALARM                       |
|--|
| Your Long Sentence Alarm                       |
| rings to warn you                              |
| that the sentence                              |
| you are writing or wrote                       |
| is too long,                                   |
| and to separate it into two or more sentences. |

13. Say and Write the Shortest Words and Sentences

USE SHORT WORDS

For most readers, long sentences—especially those with advanced words—are hard to understand. — Malcolm Gladwell

Fewer and shorter words let you make your point faster and easier. Writing short sentences accustoms you to writing short sentences and using the shortest words. As long as they work, it's okay to use fragmented, incomplete, or staccato words.

*"Concising"* is a new word I coined. It means making a sentence concise, which is something every writer does. But most people do not know what "concision" (making a sentence concise using fewer and the shortest words) or "wordiness" (using too many and unneeded words) mean.

Sometimes, to make a sentence work, you'll need to add or delete one or more words. Because writing the "who, what, where, why, and how" (the four W's and the H) of a situation in one sentence will usually make a sentence too long, spread those facts out among two or more sentences.

## 14. Use the Least Words

Say or write things simply—using the least words—because most people do not want to waste time listening or reading long or convoluted sentences, especially sentences that contain uncommon, unfamiliar, complex, or specialized words. Most people resist reading or refuse to read sentences that contain those types of words. But a few people like hearing or reading sentences that contain uncommon, unfamiliar, complex, or specialized words. However, to make sure and be certain that "everyone" will understand what you say or write, use the simplest and the least words.

Speed is efficient and powerful. "Language has many devices that increase speed" and goes through continual "condensation and abbreviation. We now express in *one word* some ideas people expressed in two or more words, a clause, or a sentence (Rudolf Flesch).

The human mind's ability to perfectly fill in gaps, blanks, or other voids to help people understand incomplete statements—makes saying or writing most statements that omit one or more needed words work.

## 15. Use the Shortest Synonym

| LETTERY        | SHORT  | LETTERS |
|----------------|--------|---------|
| abysmal        | bad    | 7:3     |
| accommodations | rooms  | 14:5    |
| confabulate    | talk   | 11:4    |
| conflagration  | fire   | 13:4    |
| depart         | go     | 6:2     |
| impact         | hit    | 6:3     |
| permutation    | change | 11:6    |
| precipitation  | rain   | 13:4    |
| superannuated  | old    | 13:3    |
| tergiversation | lie    | 14:3    |

Almost every word has a short synonym. The more synonyms you know, the better sentences you'll articulate. To know which synonym, word, or phrase is shorter, count the number of letters, syllables, and spaces it has. For example, the expression "To my surprise" has 3 words, 12 letters, 4 syllables, 2 spaces, and 14 units. "Surprisingly" is 1 word, has 12 letters, and 4 syllables.

Concise words have fewer letters. Knowing how many *letters* and how many syllables a word or phrase has will help you choose the shortest one. For example, "Continuously" has 12 letters. "Always" has 9 letters. "Never stops" has 11. The phrase "The number of" has 13. "How many" has 8. Because we instantly grasp the meaning of a digit, in every statistic in the six paragraphs above, I wrote the number for the word, not the word for it—as in "8", not "eight".

The way it's sometimes better to replace an expression like "talked quietly" with "whispered", it's usually best to use a single word to replace certain adverbs or verb pairs. The following is a list of some

words that express a complete thought. Each one is a complete one-word sentence.

| ONE WORD SENTENCES |          |           |         |
|--------------------|----------|-----------|---------|
| Absolutely         | Alright  | Begin     | Breathe |
| Careful            | Catch    | Certainly | Come on |
| Definitely         | Eat      | Exactly   | Fine    |
| Go                 | Goodbye  | Hardly    | Hello   |
| Help               | Listen   | No        | Now     |
| OK                 | Probably | Read      | Really  |
| Relax              | Rest     | Run       | Sit     |
| Sit                | Sorry    | Stand     | Start   |
| Stretch            | Thanks   | Write     | Yes     |

The website < <https://7esl.com/list-of-adverbs/> > lists 3,000 common adverbs and many adverb and verb pairs.

The same way the adjective works correctly when placed before the noun—as in “big house”, saying or writing the adverb before the verb impacts more and almost always works best.

Don’t use adverbs that mean the same thing as the verb. Don’t say “tall skyscraper” or “smiled happily” (William Zinsser).

The shortest sentence in English is “I am.” The most used word in the world is “Okay.”

## 16. Choose the Best Word Later

Your brain knows everything you feel, think, and want to say. Sometimes, seconds before you need to say or write something, it feeds it to you. Other times, you have to find it yourself. Anytime you are writing and can't remember a word or can't articulate an idea, write a line of underscores, like this: \_\_\_\_\_, and fill it in when you remember the word or can articulate the idea. Or to remember to fix a sentence, write a bracket, and as best you can, write the idea in upper and lower case bold letters, and write a closing bracket, as in: [ **I'm not sure what (else) to write about that** ].

When you are writing and come to a point where you're not ready to choose which word or phrase to use or how to articulate a feeling, thought, idea, question, or anything else, type or handwrite all the possibilities in ***bold italics*** inside a pair of brackets. And between every two items, insert a semicolon, as in [***abundant; ample; copious, many*** ], or [***I like you a lot; being with you is so much fun; you are wonderful*** ].

When you're ready to choose the best word or phrase, strikethrough (~~strikethrough~~) the ones you decided not to use, as in [ ~~***abundant; ample; copious, many***~~ ]—then delete them.

## 17. A Word You're Looking For Usually Exists

Though the perfect word or phrase you're looking for is not always at hand, it probably exists. There's also always a perfect way to articulate any idea you want to express. When you do it, you know.

To confirm that each word or only the most essential words in a sentence are the best ones to use in it, or to find better words, search for a word that better expresses what you want to say. You can always revert to the original word. Sometimes, changing a word can improve a sentence or make it almost anything you want to make it. More precise, more informative, whimsical, funny, satirical, flattering, inquisitive, or just about any other thing.

It will surprise you to see how, in any sentence, changing just one word can make. That will help you grasp how powerful each word—no matter how insignificant it looks—is or can be in a specific sentence or situation. One word or nonverbal message, facial gesture, hand gesture, body movement, or stance can make people feel a certain way and start a friendship, inspire a romance, spark a conflict, or do so many other



things. It's also fascinating how each person's facial expressions keep changing and revealing how they might be feeling each moment and what they might be thinking.

It took me months to find a few perfect words or phrases for this book, the ones that say *exactly* what I wanted to say in the *exact way* I wanted to say it.

To make a sentence easier to understand and create variety, refrain from repeating the same word or phrase you already used in it, use one of its synonyms, or articulate the phrase differently.

## 18. Use Parataxis Sentences

Parataxis sentences are the simplest and most concise sentences. They give each clause equal importance by writing a sequence of independent clauses. They omit all transitional words (such as: “additionally”, “and”, “also”, “because”, “consequently”, “furthermore”, “hence”, “however”, “nonetheless”, “notwithstanding”, “meanwhile”, “moreover”, “nevertheless”, and similar words) to not connect one idea to another within a sentence or between sentences. They omit all transitional phrases, such as “after all”, “as a result”, “even so”, “for example”, “in addition”, “in conclusion”, “on the one hand”, “on the other hand”, and so many others. They omit all linking words, such as “though,” and the seven conjunctions that connect clauses: “for, and, nor, but, or, yet, so”. The seven are called the “fanboys”, a word created using the first letter of each of the seven conjunctions (for, and, nor, but, or, yet, so).

<<https://7esl.com/transition-words/>> has a complete list of them. The following are two examples of a parataxis sentence:

|   |
|---|
| “I came, I saw, I conquered” — Julius Caesar  |
| “It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity” — Charles Dickens |

## 19. Use Elliptic Sentences

The most common definition of “ellipsis” is the three periods written at some point in a sequence (...)

| THREE PERIODS ( . . . ) INDICATE                            |
|---|
| • The omission of one or more words from a quote            |
| • Hesitation  |
| • A pause   |
| • When what someone said or thought trails off into silence |

The less well-known and less-used definition, but which denotes making a sentences extremely concise refers to an “elliptic sentence” being a hyper-concise sentence in which to inform fastest, one or more words were *omitted*.

Elliptic sentences exclude details, are short, simple, dynamic, quick, and impact more. In Old English, omitting a verb or other word was common, as in “Shall we on and not depend on you?” (The speaker omitted the word “move”.) The fact that the brain instantly reorders any words you hear or read and also fills in any missing words to let the listener or reader quickly grasp the meaning of a message gives us the freedom to occasionally omit a verb or other word, as in “Shall we on and not depend on you?” “He works more hours than I” also says it. It is not necessary to add “do” at the end of that sentence, as in: “He works more hours than I do”.

Elliptic or parataxic sentences or phrases and one-word sentences are the most concise. When people use them, they also usually do not include words or phrases that join clauses or sentences.

Elliptic sentences omit one or more words, are easier to say or write, and inform fastest. In the following six pairs of sentences, the long way to say something is in plain letters. The unneeded, not used, then deleted words are in ALL-CAPS. Under each sentence is the “elliptic” version of the same sentence formed by writing only its key message. It is incorrect to use “Elliptical” because after “elliptic” it is not necessary to say or write “AL” after “elliptic”—elliptic says it.

| SOME SENTENCES MADE ELLIPTICAL   |
|--|
| <p>Allow me to thank you very much.<br/> <i>Thanks.</i></p>                              |
| <p>Her hair is red; her eyes ARE green.<br/> <i>She has red hair and green eyes.</i></p> |
| <p>I MADE UP MY MIND TO never LET HIM DO THAT TO ME again!<br/> <i>Never again!</i></p>  |
| <p>The shorter SOMETHING IS, the better IT IS.<br/> <i>The shorter, the better.</i></p>  |
| <p>How Is THAT PoSSIBLE? WHY (DO YOU SAY; IS) THAT?<br/> <i>How so?</i></p>              |
| <p>I said what I needed to say. I need not say more.<br/> <i>Nuff said.</i></p>          |

## 20. The Writing Process

“Writing is 99% percent thinking”. — Peter Green

Editing and rewording are as much fun as writing, but they take more time because you must scrutinize the text to find and delete every ambiguity or flaw so everyone can easily understand everything you wrote and not need to ask you a question. When you talk in person, people can ask you a question. But your readers cannot ask you a question.

1. Writing is a game, play it

|   |
|---|
| 2. Think, brainstorm, invent                  |
| 3. Assemble a simple <i>outline</i>           |
| 4. Write the <i>thesis statement</i>          |
| 5. Research                                   |
| 6. Articulate, compose, write                 |
| 7. Edit, reword, rewrite, perfect             |
| 8. Print, proof, correct, publish, distribute |

## 21. Assemble Your Paper's Outline

|  |
|--|
| 1. Identify your paper's topic.                          |
| 2. Write its thesis statement.                           |
| 3. List the things you plan to write about               |
| 4. Filter and prioritize the things you will write about |

A paper's outline is like a road map; a recipe of your paper's ingredients; the frame of a house to which you will add floors, walls, windows, doors, and other parts to; or the skeleton of the plastic model of a human body to which you can add nerves, organs, arteries, veins, and muscles. However, the parts you will add to each item on your outline's list of what you will write about are words, be they nouns, verbs, adjectives, adverbs, conjunctions, etc.

It's best for new writers to create an outline before writing a paper. However, some more experienced writers write their outline "after" they write a paper. And some do not use outlines. They reorder everything they write after they wrote their entire first or second draft of their paper, article, story, or other written work.

Before, during, or after you write your outline, start writing your paper's subtitles and keep perfecting their order.

## 22. Choose Your Thesis Statement

Your paper, article, report, or book's thesis statement is not its subject or its topic. It's your interpretation of a question, a subject, or a cause *you believe strongly enough to fight for*.

## 23. Write In Easy to Read Ways **UPDATE CONTENTS**

**Readability determines how quick and easy a reader understands a written statement**

"Put yourself in the reader's place". — William Zinsser

How easy to read a text is depends on the composition and vocabulary of its content and its presentation (font size, line height, character spacing, line length).

It took an extraordinarily intelligent man who was born in Austria and earned his doctorate in law from the University of Vienna in 1933, left Nazi Germany in 1938, earned his Ph.D. in library science from Columbia University in 1943, and became a United States citizen in 1944, to notice English's many flaws, point them out, and teach journalists, advertising and marketing agency writers, authors, other professional writers, teachers, professors, scholars, and others how to communicate more effectively and easier. He was also a writing consultant for the Associated Press. In his first book, "*Plain Talk*" (1946), based on his Ph.D. thesis, "*Marks of Readable Style*" (1943), which he rewrote in "a more readable style", Rudolf Flesch explains that "people talk *plainly* as long as they don't think about it. Without rehearsal or preparation, people express themselves well in conversation, use filler words between important words, and space their ideas.

Plain talk's "*in-between spaces*" are its biggest benefit. They give everyone the needed pauses *between* ideas—which might include irrelevant information. "Without plain talk," Rudolf Flesch explains, "most readers have no time to" understand the stated information. Like small talk, plain talk puts every listener, or in its case also every reader, at ease. Phew!

|                                    |
|------------------------------------|
| THE FOLLOWING INCREASE READABILITY |
|------------------------------------|

|   |
|---|
| 1. Good composition and vocabulary                                    |
| 2. Optimal font size, line height, character spacing, and line length |
| 3. Text written the way people talk—or concisely                      |
| 4. The amount of white space on a page                                |

Writing the way people talk is spontaneous and delightful but always wordy because it includes obvious things, repetitions, things said out of order, and mistakes that are either ignored or corrected while talking.

In his pivotal book, “The Art of Readable Writing” (1949), Rudolf Flesch wrote, “The centuries-old struggle between literary and colloquial [ thus conversational ] English is almost over, and *Write As You Talk* has become the almost universally accepted rule”. However, time has proven that, unknowingly, he was being too optimistic. Though he declared that over 75 years ago, since 1949, very few students have been taught that it’s best to “Write As You Talk” because only a few scholars are informing people that it’s best to write how people talk.

He continued, “But what does it mean to ‘write the way you talk’? It’s a good rule as long as you understand that, like The Golden Rule, it’s a magnificent idea and ideal,” but though writing the way we all talk is often one of the best ways to write, few people know that. Instead, almost everyone mistakenly believes that to write well, they need to write clever, sophisticated, stuffy, convoluted, runaround, unusual, or hard-to-read sentences. No. That is false. The secret to good writing is simplicity. Anyone can put a reasonable facsimile of their ordinary self-talking on paper and be best understood by writing “certain things that will make it” look and “sound like talk.” Though prose written the way people talk is easy and fun to read, it’s wordy and uses more space, time, and energy than concisely written prose. When time isn’t an issue, it’s perfectly fine to think, talk, or write unconcisely or wordily.

The key to the success of “My Weekly Reader” and its most helpful feature was that William S. Gray always wrote it using the shortest, simplest, and easiest-to-read sentences. He made that grade-specific classroom magazine easy and fun to read. From 1928 until 2012, that unique, pivotal publication helped elementary students in

over 50,000 schools across the U.S. read and think better. It changed my life. I love that magazine and am eternally grateful. It taught us the beauty and efficiency of the shortest sentences.

To ensure that readers of any age comprehend (especially new) information, it’s often best to rearticulate or reword certain statements differently and repeat them. Dale Carnegie used that technique in “How to Win Friends and Influence People” (1937), his overnight best-selling self-help book was also perhaps the first and one of the most famous self-help books. His best advice was: To get someone to like you, show them unequivocally that you like them. It works!

## 24. Sometimes an Introductory Statement Is Unneeded

|                                      |
|--------------------------------------|
| The truth might eventually surface.  |
| Eventually, the truth might surface. |

The first sentence above illustrates that because it does not start with an introductory statement, it flows and sounds smarter than the second sentence, which starts with “Eventually”, an introductory statement followed by a comma. You can also get rid of the comma by simplifying both sentences by writing: “Eventually the truth surfaces”, or “The truth eventually surfaces”. However, because the truth does not always surface, in those two sentences, it’s more accurate to incorporate the word “might” into them.

## 25. Sometimes a Linking Word is Unneeded

Linking words are often comparative conjunctions (conjunctions that compare things, like “whereas” or “however”), specify time, show exception, deny, exclude, praise, give details, emphasize, say you’re adding things, or express a wide array of other things. “And”, “also”, “additionally”, “with”, “together”, “jointly,” and others add things. “Bigger”, “fatter”, “skinnier”, “taller”, “shorter”, “funnier”, “smarter” compare things. “First”, “last”, “second”, “third”, “fourth”, “subsequently”, and “finally” introduce a sequence. “Therefore”, “but”,

“because”, and other linking words introduce a cause-and-effect relationship.

After you write a sentence’s idea units in separate lines, delete all its useless linking words. The sentence function as well or better.

If you have the time, keep rewording a sentence until it says exactly what you want to say and how you want to say it, or at the very least, write it in a way that everyone will understand what you wrote and not need to ask you a question.

## 26. Use Contractions More Often

Most formal, academic, or business writing no longer prohibits the use of contractions. Contractions continue to gain acceptance because they always make the point faster by combining two or more words in a unique, simplified, contracted way.

Many contractions replace the missing letter(s) with an apostrophe, the way the apostrophe in “don’t” replaces the second “o” in “do not”. Everyone understands contractions, likes them, and uses them because they inform faster. Contractions quicken communication. If—as seen from the traditional point of view and policy—a contraction does not degrade your statement, use it. But you don’t always need to or have to use a contraction. For example, in some situations, in one same sentence, you can say, “It is”, and a few words later, you can say, “It’s”—or vice versa. The same applies to two contiguous or noncontiguous sentences. Go by what sounds best. But never use a contraction in a formal or academic paper unless you’re quoting someone. Contractions are not used in formal writing or official documents because contractions are informal. That is one reason some official federal government documents and publications do not use contractions.

William Zinsser, the author of the excellent book, “On Writing Well”, wrote: “Your style will be warmer and truer to your personality if you use contractions like “I’ll” and “won’t” and “can’t” when they fit comfortably into what you’re writing”.

The “APA Style Blog” says, Do not use contractions in “scholarly writing, except” when “you are reproducing a direct quotation that contains a contraction (e.g., a quotation from a research participant)”. In those cases include the contraction. When “you express an idiom that



contains a contraction, as in, ‘Don’t count your chickens before they hatch’, leave the contraction, don’t say or write, ‘Do not count your chickens’.” When “you are making an off-the-cuff or informal remark in an otherwise formal paper, it’s okay to use a contraction. You might find that kind of remark in a footnote or a parenthetical statement. Scientific writing is formal but need not be stuffy. As long as the overall tone is formal, it’s okay to have a moment of informality” (blog.apastyle.org, 2023).

The official U.S. Government website, PlainLanguage.gov, says: “KEEP IT FRIENDLY; Use contractions” (2023). “While many legal authorities say that contractions don’t belong in legal writing, Bryan Garner, a leading authority on legal writing, advocates their use as a way to make legal writing, including opinions and rules, less stuffy and more natural “ (Danielson and Larosa, 1989). Writing things how everyone normally articulates and talks—which is using contractions—makes writings easier to read. After you get accustomed to saying and writing contractions, such as “it’s”, their uncontracted version, in its case, “it is”, might sound lethargic.

Contractions make messages easier to read by making what you write sound like how we all talk. For example, saying “It ain’t over till it’s over” flows, works best, and is better than saying “It is not over till it is over”, which sounds overly formal, stiff, mechanical, awkward, and wrong. After you accustom yourself to say and write contractions, such as “it’s”—“it is” starts sounding lethargic. “It’s” usually works better than “it is” and is only one beat, like “isn’t”, the contraction of “is not”.

How formally you write something depends on who will read it. If you are writing a cover letter for a job application or writing an essay for a class, write formally. If you’re writing a letter to a friend, write informally. Formal legal, scientific, and technical writing does not contain contractions.

Don’t say or write “would of”, “could of”, “should of”, “must of”, “might of”, “may of”, “ought to of”, or “shouldn’t of”, “mightn’t of, etc. In each one those expressions, replace the “of” with “have “. For example, write “would have”, not “would of”.

The contraction “ain’t” can mean “am not”, “are not”, or “is not”, “have not”, “has not”, “do not”, “does not”, or “did not”. It’s a kind of one-stop-shop for saying something “wasn’t”, “isn’t”, or “didn’t”. In the US—informally—sometimes many cultivated speakers sometimes say

“ain’t” (William Zinsser). “Ain’t” apparently began as “amn’t”, a contraction for “am not”, and is still used in Ireland and Scotland. “Ain’t” is recorded in the early 1700s, with “amn’t” found a century before. “Ain’t” is also influenced by “aren’t”, the contraction for “are not”, recorded in the late 1600s (thesaurus.com). However, “ain’t” is only occasionally spoken, rarely written, considered bad English, and almost always indicates that the user has received little education, is low-class, and poor. “Ain’t” also tends to come out sounding nasal, so it’s best not to use it.

Talking about informal language, in her great book, “Sin and Syntax”, Constance Hale writes: “Don’t shun slang, especially when it’s vivid and musical, and fills a gap in the lexicon”.

## 27. A List of Contractions

|         |           |         |          |
|---------|-----------|---------|----------|
| aren’t  | isn’t     | wasn’t  | weren’t  |
| can’t   | couldn’t  | mustn’t |          |
| don’t   | doesn’t   | didn’t  |          |
| haven’t | hasn’t    | hadn’t  |          |
| here’s  | how’s     | there’s |          |
| he’s    | he’ll     | he’d    |          |
| I’d     | I’m       | I’ve    |          |
| isn’t   | it’s      |         |          |
| shan’t  | shouldn’t | won’t   | wouldn’t |
| she’s   | she’ll    | she’d   |          |
| they’re | they’ve   | they’ll | they’d   |
| we’re   | we’ve     | we’ll   | we’d     |
| what’s  | where’s   | who’s   |          |
| you’re  | you’ve    | you’ll  | you’d    |

## 28. Concise Writing Reduce Costs **CHECK CONTENTS**

It costs around \$1,000 per/minute to produce a movie, or around \$100,000 to broadcast a 30-second national television commercial. To employ the least time, labor, and money and earn the largest profits possible, almost every movie, documentary, television commercial, or television program script contains the least wordy expressions. Sometimes also the least words possible. And sometimes the shortest pauses possible.

To use the least paper, most of the text in the 1,260 daily newspapers, books, and magazines published in the United States is concise. The total cumulative time all the readers of any concisely written copy of an edition of a publication save—thus do not waste—is massive. And the time they save in, for example, one year is colossal. Because typically more than one person reads each circulating copy of a publication, the readership figures always surpass the circulation figures.

## 29. Avoid Starting a Sentence With “And”, “Also”, or “Additionally”

Though it always has and is being done, and we are all used to hearing or seeing it, it is unnecessary and optional to use “and” before the last item in a list.

More often than not, at the start of a sentence, neither the word “And”, “Also”, or “Additionally” are needed and best deleted—decide and do what will work best for you in each sentence.

Because we are all in the habit of starting sentences with one of those three words, or often also unnecessarily use them midsentence, use *Microsoft Word’s* “Find” feature to find every sentence you wrote that starts with or includes any of those three words. Go to ( Edit > Find > Replace), and in the search term rectangle, type a period and a space (“. ”). Then type “. **And**” for the “Find” feature to take you to each instance where you used “. **And**” so you can decide whether or not you need each “. **And**” it showed you. Then check each “. **And**” again to confirm that you do not need each “. **And**” you did not delete.

Then do the same thing to find the sentences where you used “. **Also**”. Then do the same to find the sentences where you used “.

**Additionally**". Decide whether to leave each of those words in or delete them.

Then ask the *Find* feature to take you to each instance where you used "and" *midsentence*. Do the same to find where you used the words "also" or "additionally" *midsentence*, and decide whether to leave each of those words in, or delete each instance.

In this 50,000-word book you are reading, *Microsoft Word* instantly took me to over 50 sentences that started with ". **And**", and I deleted about four of each five sentences I had written starting with ". **And**". Another commonly used but often unneeded word you can search for is "that". The "Usually Omit" section at the end of this book contains over 200 words it's usually best to omit.

### 30. Don't Use "By", "Really", "Very", or "You Can"

#### BY

Saying or writing the word "by" is usually unnecessary and drains time and energy. If you wrote "by" in a sentence, delete the "by". For example, if you wrote, "BY working hard, he became rich", say or write, "Working hard, he became rich". Don't say or write, "It WAS used BY the Germans". Say or write, "The Germans used it". Don't say or write, "The deadline WAS extended BY the teacher. Say or write, "The teacher extended the deadline". After I deleted BY, I also saw that I could delete the word WAS.

#### YOU CAN

For example, when you write instructions, write: "Drill a ¼ inch hole", not "(NEXT; THEN) (YOU CAN) drill a ¼ inch hole". Keep instructions and suggestions simple.

### 31. Instead of "There is" or "There are", Use "Has" or "Have"

I capitalized "THERE" and other unneeded words to label them as *unneeded*. Instead of "THERE ARE 200 rooms in this building", say or write, "This building has 200 rooms". Instead of "THERE ARE many types of dishes in restaurant menus", say or write, "Restaurant menus (contain; have; list; show) many dishes". Instead of "THERE IS one idea I have", say or write, "I have an idea". Instead of "THERE is a sucker born

every day”, say or write, “A sucker is born each day”. The alternative way eliminates the need to mention “THERE”, and sometimes also “ARE”.

Instead of “THERE is an uptown number two train approaching the station”, get rid of “THERE” and say: “An uptown number two train is approaching the station” to trim one second off the time it takes to deliver that crucial message to every subway rider who’s waiting for a train—especially during rush hours. Each time anyone does not say “THERE”, everyone saves one second. The time everyone will save each day when those announcements stop saying “THERE” will add up to hours, which multiplied by 365 days, years, decades, etc., add up to lifetimes.

### 32. Instead of “OF THE” —Use the Possessive Noun

| DON’T USE                    | USE                           |
|------------------------------|-------------------------------|
| The door OF THE car          | The <u>car’s</u> door         |
| The challenges OF THE future | The future challenges         |
| The father OF THE girl       | The <u>girl’s</u> father      |
| The husband OF THE woman     | The <u>woman’s</u> husband    |
| The core OF THE Earth        | The <u>Earth’s</u> core       |
| In the opinion OF THE court  | In the <u>court’s</u> opinion |
| The size OF THE box          | The <u>box’s</u> size         |

Though the left column shows the formal way to say or write the expression, as the expression in the right column shows, it is more expedient to use the possessive noun instead of saying “OF THE”.

One example of those two different ways to express *possession* is: “If the amount of text exceeds the size OF THE box, pull the bottom line OF THE box down.” The simpler and more expedient way to say or write that is: “If the amount of text exceeds the box’s size, pull the box’s bottom line down.

### 33. When You Mean “That”—Don’t Use “This”

Though “this” is not “that”, “these” are not “those”, and “here” is not “there”, most people do not see that it’s a big mistake to, for example, say “this idea” when the idea is in a preceding sentence, not in the sentence “this idea” is in. Believing both words in each of those three pairs mean the same thing, or that it’s correct to use what is in reality the incorrect word in any latter sentence, almost everyone mistakenly uses “this”, “these”, and “here”, when the correct words to use are either “that”, “those”, or “there”.

For example, if you said or wrote, “Everybody loves pizza”—in any “subsequent” sentence, the correct way to refer to everyone’s love of pizza is “that idea”, not “this” idea. Saying or writing “this idea” in a sentence where the idea is not mentioned is incorrect because the idea is *not in the same sentence* the idea is in. It’s in the or in a preceding sentence.

Oddly, each word in those three pairs means different things and is not interchangeable. Even Rudolf Flesch, the top reading and writing genius scientist, wrote “this” every time the correct word was “that”. Though it may exist, excluding what I wrote in this book—the error I am pointing out is common; it’s “everywhere”. To this day I am 100% certain that I have “not” read “anything” where any writer does not make one of those three mistakes.

In the penultimate sentence, it’s correct to write “realizes that”. It would be wrong to write “realize this”.

### 34. When You Mean “The Following” —Don’t Use “This”

When you refer to anything that is in a subsequent sentence, not in the sentence you are writing, do not refer to it as “this”—refer to it as “the following”. For example: “This is what he said:” is incorrect. “He said:” is correct.

## 35. Vigorous Verbs Inform Fastest

Verbs express an “action”, and actions are often the most important word(s) in a sentence and the ones that express the point. Underline a sentence’s verbs to help yourself write better sentences. For example, in the following paragraph, 13 of its 69 words are verbs:

No one wants to wait to be informed whether a thing or a person is good or bad. But that is what the Standard Word Order does. It forces everyone to wait to be told the most important fact in the sentence. As you are starting to see, simplifying a statement to only one word is extremely helpful, and the thing to do when fractions of a second count. (The paragraph has three two-word verbs: “to be”, “to see”, and “to wait”).

Vigorous verbs inform fastest. Instead of saying or writing “gave assistance”, write “assisted”. To check the verbs in a sentence, give each verb a **color background**, underline it, or do **both things**. Then, check to see if a synonym verb that will improve that sentence exists. Doing verb checks without looking for a synonym will also teach you how pivotal a verb is in a sentence and will help you write sentences that contain the most vigorous verbs.

| WORDY                      | CONCISE      |
|----------------------------|--------------|
| gave assistance            | assisted     |
| made an objection          | objected     |
| conducted an investigation | investigated |
| did an audit               | audited      |

## 36. Usually Place the Adverb Before the Verb

The same way the adjective almost always works best when placed before the noun, as in “big house”, instead of “house big”, it’s usually best to say or write the adverb *before* the verb. Placing the adverb after the verb makes the adverb sound like an afterthought, a tag, or something someone almost forgot to tell you but remembered

and told you. For example, “**Easily** Write Better” informs better than “Write Better **Easily**”.

Though “to not do ” is used in less formal contexts, in formal contexts, use “not to do ”.

### 37. Say or Write Anything You Want

Anytime you write, write knowing that you will need to make many changes to correct or improve what you wrote. So write anything *whatsoever*! Say or write whatever you feel like writing, and write it the way it (really) is. Don’t dilute or soften it. Be real.

Feeling afraid that someone who hears you say something or reads something you wrote will think it’s foolish can stop you from saying or writing what you want to.

Sometimes your subconscious will warn you that someone might not like—or hate something you say or write and might *feel like killing* you. Even when reading something you wrote makes you feel great, because people think and are so different—remember not to show what you wrote to anyone else unless you’re certain it will be safe to show it to them. Each individual is a product of “all” their experiences, and they make people feel, think, and act very differently. Though most people would not kill someone for saying, writing, publishing, or in other ways disseminating a thought, idea, or criticism, some individuals have.

Nonetheless, when you are completely alone and certain that no one else will be able to hear what you say, even if you say it loudly—if only to get the emotions out of your system—say anything you want to say, and say it as *loud* as you want. Also say it using any words you want—including expletives, because sometimes only an expletive can express how an individual “really” feels about something or someone. If what you let yourself say out loud is valuable or useful, write it. And if you want to share what you wrote with other people, first make sure it’ll be safe to share it with a specific person. It’s also extremely helpful to audio-record yourself anytime you say what you “really” feel about specific things, certain individuals, or everyone. When you’re alone, you can also tell yourself what you “really” think by saying it into the *Voice In Speech-to-Text* app in *Gmail*. Or, to not concern yourself with making sure the app types exactly what you say into it, audio-record yourself ranting and raving, then transcribe what you said.



Never censor yourself when you write because you can always delete any word or idea you wrote before you show it to someone. Letting the words you think flow down via the nerves in your arm and hand down to your paper is called “freewriting”.

To prevent anyone from feeling offended after hearing or reading something you said or wrote, filter what you wrote and plan to show a specific individual or group. And before you show anything you’ve written to anyone, be extra careful to edit and reword it in ways you are certain will not offend anyone.

Every person is a world. Every person is very different. William Zinsser wrote, “Writing is an act of ego”, and added, “Believe in yourself and in your opinions”. Keep asking “yourself: ‘Who am I writing for?’” And keep telling yourself that you are writing it to please yourself, that you write “for” yourself, and for people to read what you wrote “to” them.

### **38. When You’re Alone, Say Anything You Want**

“Say It Out Loud” is a book by Vasavi Kumar.

No matter where you will ultimately place a statement in the final draft of the paper you are writing, if you are alone—the instant you feel like saying something—say it as loud as you want. And keep saying your thoughts as loud as you want until you have said everything you need to say. If you prefer, say it into a speech-to-text app, or audio-record what you say and transcribe it later by playing the recording into a speech-to-text app. Then study each sentence and optimize it by deleting, adding, or changing any words.

Next, arrange each part of each sentence in different ways until you make each sentence flow and say what you want it to say, the way you want to say it.

If a sentence has two parts—be they only two words, or two phrases or clauses—to understand it deeper, say the second part first. If a sentence has more than two parts, rearrange them in every way you can until you arrive at the best way to order its parts.

### **39. Use the Active Voice**

The active voice is more effective, direct, and typically more concise. It makes sentences more engaging. Instead of saying or writing:

“The ball *was thrown by* the quarterback”, say or write: “The quarterback *threw* the ball”. Instead of saying or writing: “Over 10,000 galaxies WERE *photographed* BY the Hubble Telescope”, get rid of “WERE” and “BY” and say or write: “The Hubble Telescope *photographed* over 10,000 galaxies”. Using “BY” usually makes a message or sentence passive and longer. Instead of saying or writing, “BY running you will ”, delete “BY” and say or write, “Running you will”.

## 40. Use Full Words

Each word is also full or empty. Full words inform. Empty words do not inform—they only join words and can usually be omitted. If someone was talking to you and said: “Besides, however, nevertheless, as it is, with regard to, inasmuch, hence, but, indeed, or any other word of that type, you would feel puzzled and ask yourself: When will that person start saying something meaningful? Up to now, they’ve only said a series of empty, uninformative words (Rudolf Flesch). Make any sentence concise and perfect by identifying its *empty words* and seeing if the sentence still works after you delete any of its empty words. Then, reword the sentence using only *full words*, along with the indispensable full or empty words that connect that make that sentence work.

## 41. Each *Sy•lla•ble* Plays One Beat

To know how many syllables a word has, count them. For example, the word “tar•get” has 2 syllables and 5 letters (2:5). The word “goal” has 1 syllable and 4 letters (1:4). To make syllables and consonants graphic and to make it easier to count a word’s syllables, insert a bullet (“•”) between each two syllables and their consonants ( Option 8 on Macintosh computers, Alt key 0149 on a PC ). And occasionally between a syllable and a consonant, as in “hiring” (hi•r•ing). In each word with two identical letters next to one another—as in the word syl•la•bles, each identical letter is always made part of the adjacent syllable.

## 42. After Each Comma, Clap Once

A comma indicates a short pause of about one-half second between words, which helps unmistakably clarify your message. Each syllable makes one beat. Concise words have fewer syllables, thus fewer beats. To talk and write more rhythmically and master syllables and beats, rehearse reading your sentences aloud to “hear” the natural places that need a comma, a semicolon, or a colon to prevent ambiguity and eliminate confusion. Then reread the text, clapping your hands or tapping your thigh (as loud as you like) the following numbers of times:

|  |                            |
|--|----------------------------|
| One time after each comma              | <i>clap</i>                |
| Two times after a colon or semicolon   | <i>clap-clap</i>           |
| Three times after a period             | <i>clap-clap-clap</i>      |
| Three times after a question mark      | <i>clap-clap-clap</i>      |
| Three times after an exclamation point | <i>clap-clap-clap</i>      |
| Four times after a paragraph           | <i>clap-clap-clap-clap</i> |

To link an “independent” clause to a “dependent” clause or vice versa, use a comma. For example: *“She decided to study philosophy, in part because Nietzsche’s ideas fascinate her”*. To link two “independent” clauses, use a semicolon. For example: *“I will meet with Pepsi tomorrow; I practiced my presentation all week”*. Semicolons or colons indicate a longer pause than a comma but a shorter pause than a period.

### 43. Include an Advanced Word

When people hear or read an advanced word, they know the speaker or writer is very intelligent and knowledgeable. Preferably near the beginning of a conversation or paper, always say or write at least one advanced word to make people remember you. Though it’s usually best to use simple words *everyone* understands, situation permitting, you might like to sprinkle a few advanced words into your conversations, verbal presentations, or papers. One day, as I explained

something to a police officer in Florida about a group of institutions, I called them an “apparatus,”. He smiled and his eyes lit up.

## **44. Include a Short Human Interest Anecdote**

People are most interested in people. “Human interest makes for easier reading” (Rudolf Flesch, 1946). Scientific tests and research show that because “humans know nothing so well as humans”, after themselves, their main interest is people. People enjoy reading about people more than “about anything else”.

## **45. It’s Best to Speak or Write Positively**

**Feel, think, articulate, say, and write about positive things, and do each of those and every other thing in a positive way**

Any word you think, hear, or say affects how you feel. Exposing someone to a specific word pulls them into that word’s world. Stay away from or tune out all negative things and every negative word because each tiny thing you expose yourself to is positive or negative and can produce a domino effect of similar consequences.

Each thing is contagious. For instance, merely thinking, saying, hearing, writing, or reading the word “forget” takes anyone who is exposed to it into the world of forgetfulness and might cause them to “forget” things. Therefore, don’t say, “Don’t forget to”, say, “Remember to”. The word “remember” gets everyone remembering things and remembering to do them.

Albert Einstein said: “Stay away from negative people. They have a problem for every solution”. Reordering some of the words in “For every problem, there’s a solution” transforms it to “For every solution, there is a problem”—a brilliant but abusive marketing strategy philosopher Alan Watts explains in one of his must-see YouTube videos.

Visualize each word as a volcano waiting to erupt the instant someone thinks, says, hears, writes, or reads it. Each word was coined for a reason and has an inherent purpose and mission. Based on each word’s meaning, connotations, history, reputation, and other characteristics, each word possesses more or less power to help anyone express things.

A word's connotations make it mean something slightly different to each individual. Another thing that makes a specific word mean something slightly or very different to someone is a memory that person has that's linked to that word. Each time we think of, hear, or read a specific word, it taps into our memory bank, and mainly on a subconscious level, it activates every memory of every experience we had that it's linked with. An individual's name is the best example of that.

"No word ever means *exactly* the same thing to two different people" (Rudolf Flesch). That is because the experiences each individual has had when that word came into play are different from the experiences other people have had in such situations. Sometimes, a specific word or phrase, both or only one of them used at some point, could be the main thing or the only thing two people have in common.

The famous German poet, playwright, novelist, scientist, statesman, theatre director, and critic Johann Wolfgang van Goethe said: "Everyone only hears what he understands". For instance, when an individual does not know a language, he or she tunes out what they hear someone say because, to them, just about every word they hear someone say in it might sound about the same. He also said, "Anyone who doesn't know foreign languages" does not know enough "of his own."

Each feeling or thought you have is good or bad for you. Each thing you feel, think, eat, drink, or do makes you feel just a little bit more alive or reduces your health. Choose wisely.

## 46. Use Person, Individual, or Human (Being)

"Individual" is a distinct, indivisible person, and it is the formal word used to refer to a "person", and connotes a set of characteristics that are unique to that individual.

"Person" is more common and can be replaced with the word "someone". Scientific or academic publications, and legal documents typically use "individual".

Though it's best to consistently say or write either "person" or "individual", to differentiate between two people you can call one a "person" and the other an "individual", or person A and person B. Anytime you talk or write, choose between using "person", "individual",

“human”, “human beings”, “people”, “we”, they, them, “us”, “me”, or “I”.

<https://www.differencebetween.com/difference-between-person-and-vs-individual/> gives more details.

To be scientific, refer to individuals or to people as “humans”, “human beings”, or the “subjects” of an experiment.

## 47. Use a Text-to-Speech App

There are many brands of text-to-speech apps. To listen to and better understand, edit, and reword anything you wrote, use a text-to-speech app such as *Microsoft Word’s* text-to-speech feature or cut and paste text into it. Click Edit > Speech > Start Speaking. It’ll say what you pasted in or typed. To have *Siri* narrate text, paste it or type it into *Google Translate* and hit the “play” icon (the logo of an electric speaker) for *Siri* to narrate it.

## 48. Read Aloud What You Wrote

“Sound and rhythm should go into everything you write.”

— William Zinsser

Always read from beginning to end what you wrote to “hear how your words sound” because that’s how they’ll sound to the readers.

Each sound or word can be interpreted to be expressing pleasure or pain, or sound like someone who or something that is struggling. Because each word produces consequences, always write about uplifting topics and actions. Express your words in the most positive tones. Choose your words wisely.

Ask a friend to read a part of your paper, and take turns reading a few sentences to together identify your paper’s flaws. Then, if you like, reword some phrases to sprinkle in just a few alliterations and perhaps other pleasant, witty, or distinct combinations of words.

## 49. Also Use a Speech-to-text App to Transcribe Audio-recorded Words

To write by talking into a speech-to-text app or by playing a recording of you or someone else speaking, download the *Chrome*

browser to your mobile device and install the free *Voice In Speech-to-Text* app into *Chrome* to use it in *Gmail*, *Google Docs*, and elsewhere.

Open *Gmail* on your desktop or laptop. In its Edit menu, select “Start Dictation” and play the voice recording from your mobile device into the *Voice In Speech-to-Text* app.

|  |
|--|
| 1. On your desktop computer or laptop, open <i>Google Chrome</i> .   |
| 2. Open <i>Gmail</i> and create a new email to compose.  |
| 3. Click the cursor in that Gmail message you will write   |
| 4. In <i>Chrome</i> ’s Edit menu, select “Start Dictation”   |
| 5. Hold your mobile device near the computer’s microphone  |
| 6. Play the voice recording from your mobile device into the mike for <i>Voice In Speech-to-Text</i> app to hear it and transcribe it. |

Michel Montaigne, Voltaire, John Milton, Adolf Hitler, Winston Churchill, and Agatha Christie “dictated” the book(s) they wrote to a human assistant. In 1886, Alexander Graham Bell and Charles Sumner Tainter patented the graphophone, a device that improved on Thomas Edison’s phonograph which used wax cylinders to record and playback audio. The graphophone came to be called the “Dictaphone”.

## 50. Wordiness Wastes Time, Energy, and Resources

| WORDINESS  |
|--|
| • Clutters a message with useless words                      |
| • Delays message delivery                                    |
| • Creates hurdles readers must jump over to get to the point |
| • Can muddle every listener or reader’s thought process      |
| • Makes listeners or readers less alert                      |
| • Wastes time, energy, resources, and money                  |

Almost everyone is wordier than they realize. Wordiness is a bad habit. Gradually replace it with the good habit of being concise.

## **51. Nonetheless, Sometimes It's Okay to Be Wordy**

Though it's usually best to be concise, in some situations it's perfectly fine or best to be wordy. Such as at a party or other casual event or situation, in part because wordy expressions are fun to say and hear. They're also fun to read, write, hear in songs, sing, or hear in a radio or television show or movie. Sometimes, a long or fancy word or a wordy expression is the perfect one to use. The wordy way to say things is often more melodic, more musical, and more fun.

However, when doing business or in serious, high-stakes situations, it's usually best to be concise to quickly make the point.

## **52. Reword and Repeat Crucial Statements**

Sometimes, to make sure a listener or a reader fully comprehends an idea, you will need to reword a statement, or express an idea in two different ways. Or to surprise people, it can help to also say the opposite—then explain that you said the opposite to help them better understand the idea better. It's also good to first say or write an idea formally, then informally; first positively, then negatively; or first seriously, then humorously—or in each of those scenarios, vice versa.

## **53. To Write As Effortlessly As You Speak, Write Daily**

Writing lets everyone think clearer, more precisely, faster, and better, and change the words they use to capture a thought so that by doing so, they can perfect it and get the most out of it

Talking, reading, and writing are magnificent visible or audible applications of intelligence, perception, memory, and other faculties God gives us.

People who write daily think better, and many live better. Writing daily is the most reliable way to improve your comprehension, thinking, reasoning, and writing skills (articulation, composition, editing, and rewording), as well as your outlook, expectations, and life. When you write daily, you also develop a “momentum” that helps you get to know yourself better, become fully conscious, and also better comprehend people, life, and society and see how everything is divinely



interconnected. Writing always and infallibly helps you make sense of everything you feel, think, and do or discover each day, and the new (sometimes peculiar) people we sometimes meet.

MAKE WRITING DAILY A HABIT. YOU’LL TEACH YOURSELF MORE WORDS AND HOW TO USE THEM EFFECTIVELY. AND SOONER THAN YOU EXPECT, YOU WILL FIND YOURSELF WRITING AS EFFORTLESSLY, AS QUICKLY, AND AS WELL AS YOU SPEAK.

Seeing that writing daily I wrote better each day was an eye-opening experience. It told me that the day I would be able to articulate and write exactly what I was feeling and thinking exactly how I wanted to—faster and easier each time—was coming. It came last week, years before I expected, and I feel like I’m dreaming. My new power is also letting me come up with new ideas every day. When you don’t write daily, the opposite happens—you stop thinking clearly and better.

“Life is a series of choices”. The difference between how you feel when you do the twelve actions in the table below and how you feel when you do them is like the difference from day to night. If you don’t do those actions, you will not write acceptably, you will not think exceptionally, you will live in mediocre ways, and in the worst case, you could also fall into a downward spiral. Look at how differently people live—it’s astonishing. And depending on who you look at, it is pitiful how bad some people live, what some people have done to their body, to the vehicle that transports them through life each instant. They are that vehicle—they are their body. Obesity? Inactivity? No intellectual stimulation? No reading, no writing? Little thinking? Little questioning? No thanks.

| WRITE BETTER • THINK PERFECTLY • LIVE PERFECTLY |
|---|
| 1. Never eat a food that made you sick          |
| 2. Do not eat foods that inhibit your digestion |

|   |
|---|
| 3. Do not add salt or sugar to your food                          |
| 4. Do not eat starch and protein in the same meal                 |
| 5. Eat only fresh, healthy, and digestion-friendly foods          |
| 6. Do physical exercise regularly                                 |
| 7. Do hot and cold water therapies                                |
| 8. When you shower, massage your entire body with a shampoo brush |
| 9. Align your neck's muscles and bones, and your spine            |
| 10. Go to bed early   |
| 11. Sleep in the darkest bedroom                                  |
| 12. Get up early  |

Everyone, whether they are Elon Musk or a homeless person, came into the world as a perfect baby. One of the first things they told us when I began studying for a Ph.D. was, "Life is a series of choices". Writing and psychotherapy are two proven ways to experience "catharsis". They both help you identify and help you vent and rid yourself of any emotions you may be feeling or unknowingly suppressing or repressing. Not getting rid of one's repressed emotions is a common cause of human failure and deterioration.

## 54. Ask Direct Questions

The type of questions we ask people we know or only look familiar are usually direct and short, such as "Where's the bathroom?" But the type of questions we ask people we haven't spoken to before are indirect and longer, such as, "Excuse me, could you please tell me where the bathroom is?" Direct questions are informal, short, and simple—thus concise. Indirect questions are longer, formal, and wordy. When you write, it's usually best to ask direct and concisely-articulated questions.

## 55. Use Little Rhetoric

Rhetoric is the art of persuasive talking and writing using figures of speech and other compositional techniques. Along with grammar and logic, it's one of the three ancient arts of discourse. Aristotle said it is a combination of the science of logic and the more ethical branch of politics. Though everyone likes to hear rhetoric and enjoys reading it, it can be wordy, pretentious, and distracting.

Repetition is a standard rhetorical device. Anyone can repeat words or phrases when they talk or write. When you say or write the same idea or message in a different way, you provide variety, reinforce it, and maximize the likelihood that your audience will understand it.

# EDIT, REWORD, REWRITE

## 56. Edit, Edit, Edit

Rewriting is the essence of writing—professional writers rewrite their sentences over and over, then rewrite what they rewrote.

—William Zinsser

Up to a point, each time you edit, you see errors you hadn't noticed. Then, reading your paper *aloud*, you "hear" other errors (William Zinsser). The ones you could not see.

Your paper only comes fully alive as you *read it to someone*. Find a friend who will want to listen to you read part of your paper to them and read other parts to you for both of you to "hear" any errors.

No one knows exactly why, but reading text on a computer screen does not let anyone see *every* writing error. Said differently: Unexplainably, computer screens tend to make certain writing errors not visible.

To see the writing errors you could not see on your computer's screen, print your paper, edit it, and reword it. Then, on your computer's file, make the corrections you saw on the printed paper. And to not go in circles by again correcting the errors you found reading your printed paper—with different color ink pens, cross out each error you corrected on you're the print of your computer's file based on the corrections you made using "proofreader's marks" on the printed pages.

Another alternative way to improve the *subtitles* and other things in your paper or book's manuscript is to print "6 pages" on each sheet to give you a bird's-eye-view of them.

## 57. Edit With Four Different Color Ink Pens

It's easier to distinguish, edit, and reword text marked up, and comments written in—different color inks. Use a black or blue pen to handwrite notes about what you wrote on a page that contains the words you wrote by hand or typed and printed. Then use a red or green pen to edit and reword. Using a different color ink pen creates contrast,

ends monotony, looks interesting, and helps you better distinguish between things.

Anytime you see a way to improve or correct the way you composed a statement, make the improvement or correction on a printed or handwritten page *on the spot*.

After you indicate an edit on a printed page, make that edit on your computer's file ASAP. To not go in circles not knowing which edits you made and which edits you have not made in your printed handwritten or printed paper and also made in your computer's file—cross out or strikethrough each edit on your printed or handwritten page with a red or a green pen. At that point, the corrected text will only exist on your computer's file. The contrast different or opposite colors create lets you instantly distinguish between the different proofreaders' marks you indicated on a printed page.

## HANDWRITE USING DIFFERENT COLOR INKS

The color of the ink you write with influences how you feel and what you write. To see that phenomenon, write the same paragraph in one color ink, then write it in a different color ink. The more different the colors are from one another, the more different what you write will often be.

### 58. Strike Through Each **Uninformative Word** Give It a Background Color or Do Both Things

#### A struck-through word is unignorable

Make the useless words you spot in a paragraph stand out by striking each of them through. To “strikethrough” a word means to draw a line across it—like ~~this~~. Any unnecessary word can also be called an unneeded or a useless word. However you call those types of words, in specific situations, those words do not inform. It doesn't do anything good. Instead, it degrades any sentence that has one or more of that type of word.

On Macintosh computers, in Microsoft Word, the strikethrough command is to the right of the Bold (B), Italic (I), and Underline (U) icons on the “Home” dashboard and shown as “~~ab~~”. Select the word you want to strikethrough and hit *Control + Shift + X*. On PCs, to strikethrough, hit *Control + D* or *Alt + H + 4*.

After striking through all the useless words on a page on your computer’s screen, to make them stand out more, give each of them an electric yellow, electric pink, electric green, or electric light blue background as in these six words are struck through.

### 59. Avoid Using Verbs That End in “ing”

Though using a verb that ends in “ing” makes a sentence weak, sometimes a verb ending in “ing” can make the sentence more alive. But generally, to make the sentence strong, use the base verb. Say or write what James Brown sang: “I *feel* good”. He did not sing: “I’m *feeling* good”.

| DON’T USE               | USE                     |
|-------------------------|-------------------------|
| When you are talking    | When you talk           |
| When I am reading       | When I read             |
| When writing, I often   | When I write, I often   |
| We go running every day | We run every day        |
| We are now offering     | We offer                |
| Words ending in “ing”   | Words that end in “ing” |
| I will stop using       | I will no longer use    |
| She will start working  | She will start to work  |

After continually confirming that the sentences where I changed the verbs that end in “ing” to their base verbs were shorter, simpler, and easier to read, I used *Microsoft Word’s* “Find” feature to take me to every sentence in this book’s manuscript that had a verb that ends in “ing”. Then I deleted the “ing” at the end of each one of those verbs and rewrote those sentences.

To let the listener or reader know that you’re referring to an ongoing, in some cases, repetitive action, it’s usually necessary to use the verb that ends in “ing”—as in “Right now he is eating”, to indicate

that the action, in that case, “eating”, is taking place that moment, whereas the core verb, “happen”, does not express immediacy.

Unless it’s essential to use a verb that ends in “ing”, I no longer say or write sentences using verbs that end in “ing”, such as “I will be running in the marathon”, because in that type of sentence you can delete the “ing”, leave the root verb “run”, and say or write, “I will run in the marathon”.

Studying from first grade to the Ph.D. level, I was never taught that fundamental, extremely helpful writing technique. As far as I know, no school or college teaches students to avoid *ending a verb with “ing” and use only the root verb*. Root verbs also have fewer letters, so they are shorter and concise.

## 60. Word Order

### Correctly ordered, words sound like music

Word, clause, sentence, and paragraph order are crucial because order determines the meaning of every two or more words. It establishes importance, and the correct order raises readability, comprehension, and impact. Each effective message is a series of words said or written one after the other in the correct order to ensure that everyone who hears it or reads it will quickly and easily understand it without needing to ask a question. Each word modifies the preceding and subsequent word (s).

One of the various ways to order any sentence’s words, clauses, sentences, or paragraphs is always the best. After writing any sentence, reword it in at least one or in as many different ways as you can think of. Most of its different versions will be longer or shorter than the original. If the shortest version works, and you want to be concise—use it.

Shuffling, scrambling, flipping, or in some other way modifying the order of a sentence’s words takes time but lets you see different versions and choose the best one.

In the 1920s, Henry Luce, the founder of “TIME” magazine, shook the literary world by inverting the order of certain words in certain sentences. Encyclopedia.com says: “One of the major factors in the success of TIME magazine was the voice” its founders gave it.

In TIME magazine, Lance Morrow explained that Luce and Hadden, the two classmates out of Hotchkiss and Yale, “succeeded because they understood” that “history may be complicated, as life is complicated, but” that “the business of storytelling is simple. Their new smart aleck—distinctive, sophomoric, self-assured voice—thrived. The magazine’s voice, Luce said, had three modes: ‘Everything in TIME should be either titillating or epic or super-curtly factual’. At times, the magazine’s brave novel style might have been overdone. In a parody of TIME published in the “New Yorker” in 1936, Wolcott Gibbs wrote: “Backward ran sentences until reeled the mind”.

Benjamin Franklin’s most famous quote, “Early to bed, early to rise, makes you healthy, wealthy, and wise” is a perfect example of inverted word order. The standard word order is: “Go to bed early to get up early. But because “Early” is the most important word, he found a way to start that sentence with it.

Clause order is as crucial. Each clause must have a noun and a predicate (a word that says something about the noun). And each clause usually includes a word that connects the noun and the predicate, as in “The car is beautiful”. That sentence’s key message is “car beautiful”. “The” and “is” are that sentence’s connecting words. Any clause or statement can also be called a *phrase*.

To discover and verify the correct order to say or write two or more clauses, write each of a sentence’s clauses on a separate line. And if changing their order makes them work better, change it.

For example, when a sentence has three clauses, reorder them in the following six orders: 1-2-3 • 1-3-2 • 2-1-3 • 2-3-1 • 3-1-2 • 3-2-1.

Compare the six sentences arranged in six different ways, and use the sentence whose clauses are arranged best.

## **61. Order Actions Logically and Chronologically**

Always write actions or events in logical and chronological order. Indicate which action came first, second, third, and so on. Then, verify that what you wrote is in logical and chronological order.

One example of saying or writing a sentence’s parts in chronological order is: “Using my intelligence, I solved the problem”. That is because no one can first solve a problem, then use their intelligence. Saying or writing “using my intelligence” at the end of the



sentence sounds like an afterthought or a tag. Because anyone must first apply intelligence to solve a problem, the unchronological, thus backward and wrong order is, “I solved the problem using my intelligence”. It is unchronologic to say or write, “He entered politics after the war”. It is chronologic to say or write, “After the war he entered politics”. A comma after “war” is optional.

Do the following:

| ORDER THE FOLLOWING PARTS OF A SENTENCE OPTIMALLY     |
|---|
| 1 - not shaving                                       |
| 2 - saves me  |
| 3 - <del>about</del> 15 minutes (“about” is unneeded) |
| 4 - <del>in the morning</del> (is unneeded)           |

The correct order of that sentence’s idea units is “Not shaving”, followed by “saves me 15 minutes”. Because the word “about” complicates the “15 minutes”, delete it. Because everyone shaves in the morning, “in the morning” is obvious—also delete “in the morning”.

The more often you stop, think about, and check your sentences to make sure you wrote each action or event in logical and also chronological order, the more sensitive you’ll become to logical and chronological order, and the more you will be able to detect and differentiate the order events took place in. Though sometimes anyone can do some things in an illogic or unchronologic order, everyone is typically subject to certain time constraints or deadlines. So, when you describe something that took place, write an accurate description of each thing a person did in the order they did them. Deciding that a suspect is guilty before they are proven guilty is one example of doing things in a backward, irrational, and in that case also in an unfair order.

## 62. Order Words Based on Their Importance

To fully understand what you want a spoken or written sentence to express, reword it to express the opposite

Say or write a sentence's components

—its words and ideas—

in order of importance.

That helps the person you are informing

hear or read the most important word first,

the second most important word second,

and so on.

The word or words at the start of a sentence get the most attention and merit it. The last word or words impact more and are more likely to be remembered.

Always describe events chronologically—from older to newer, unless you need to describe them from the newer to older.

Always alphabetically order a thing's characteristics. For example, if a thing gets *bigger*, start with "small", go to "medium", then to "large", "larger", then to "largest". But, if a thing gets *smaller*, go in the opposite direction—from largest to large, to medium, to small.

Unless something got bigger, *then* smaller, *then* larger, never go from less to more, then *back* to less.

*Always state the cause before the effect.* Write the cause and then its effect. It's also correct and often best to start a cause and effect type sentence with "Because", state the cause, then state the consequence(s). As in, "Because A happened, B happened", or by stating, "A caused B to happen". Stating "B happened because of A" is unchronologic and sounds backward.

| ALWAYS GO FROM   |
|--|
| • Smallest quantity to largest quantity                  |
| • Less important to more important                       |
| • No, to few, to some, to many, to most, to every or all |
| • Small to medium, to large, to larger, to largest       |
| • What happened first to what happened second            |
| • Close to near to far                                   |
| • Cause to the effect, to results, or consequences       |

|   |
|---|
| • Easy, to challenging, to difficult, to impossible           |
| • Worse to bad, to not as bad, to better, to best, to perfect |
| • The rule to the exception                                   |
| • Known to new  |
| • Known to unknown  |
| • Common to rare  |
| • Simple to complex   |
| • Older to newer  |

When an action or event takes place determines how important it is, and that determines its likely consequences.

It is incorrect to state at the end of a sentence “when” something happened, because at the end it would sound like an afterthought, a tag, an orphan, or a dangling word. State at the beginning of a sentence when a thing happened. For example, say or write, “Today, she arrived from Wyoming. Not “She arrived from Wyoming today”.

## 63. The Inverted Pyramid

The first sentence in any article is the most important one because, along with your paper’s *first paragraph*, they must hook each reader. Then, *never give them all the details at the start*. Give them details incrementally to keep motivating them to keep reading. And give only the most important details—the ones you want your readers to know.

Because most people read only the beginning of a newspaper article, *The Inverted Pyramid* is the time-tested journalism and mass media standard for writing any newspaper or magazine article. Write the most important information—the “Five Ws”- Who, what, when, where, and why— in the first paragraph. Then write the sentences that contain the *most* important information, followed by those that contain the *least* important information.

Some writers believe the last word always makes the greatest impact. Others believe a sentence’s first word makes the greatest

impact. Which word or words have the greatest impact *depends on the situation*.

At the end of every chapter in a book or section in a paper, it's best to recap, thus summarize, that part's key points. Dale Carnegie is famous for doing that in his overnight best-selling, now classic, self-help book, "How to Win Friends and Influence People" (1937 ).

# THE STANDARD WORD ORDER

The Standard Word Order, formally called the Subject-Verb-Object order (SVO), states the *subject* first, the verb second, and the object third. The *subject* is the person, place, concept, or thing the sentence is about. The verb is the action, the movement. The object is the noun or pronoun the verb acts upon. In the table below, the subject (which in many of the examples is "I") is in italics, the verbs are underlined, and the object is in plain letters. As in, "*I* love to eat oranges". In "*I* like pizza", the object is "pizza".

English and about 45% of the other languages use the Subject-Verb-Object word order (SVO), as in "*I* like pizza. (Fabian van den Berg). "Pizza I like", inverts the word order by putting the most important thing first. That sentence revolves around the word "pizza".

| STANDARD  | INVERTED  |
|---|---|
| Do not <u>ask</u> what <i>your country</i> can do for you | Ask not what <i>your country</i> can do for you |
| <i>Error</i> <u>is</u> a great teacher                    | A great teacher error is                        |
| <i>He</i> <u>might be smoking</u>                         | Smoking, he might be                            |
| I <u>am</u> here; <i>I'm</i> here                         | Here I am                                       |
| I could be <u>mistaken</u>                                | Mistaken I could be                             |
| <i>I</i> didn't <u>understand it</u>                      | Understand it, I don't                          |

|                                   |                            |
|-----------------------------------|----------------------------|
| / <u>got</u> hit                  | Hit I got                  |
| / have never <u>felt</u> so loved | Never have I felt so loved |
| / have <u>said</u> enough         | Nough said                 |
| / never <u>eat</u> animals        | Animals I never eat        |
| / <u>was</u> unaware that         | Unaware I was that         |
| / <u>like</u> your book           | Your book I like           |
| / <u>see</u> it coming            | Coming it is               |

# THE INVERTED WORD ORDER

## 64. To inform Fastest, the Word Order Invert

“How happened it that...” — Thomas Pain (1794 )

**Express the most important word or words before the details**

When writing a formal paper, do not invert the order of any words. Only invert the order of words when communicating informally, playing, or when you need to *urgently* express the most important word or words in a sentence or short message first.

The Inverted Word Order—formally called the Object, Subject, Verb order (OSV)—is also called a “Hyperbaton” or an “Anastrophe” (in Greek, that means “turning around”). However, sometimes, a sentence whose words are inverted might start with a word that is not an object, such as the verb “smoking”. As in “Smoking, at any time anyone might

be”. Whereas the standard word order would say, “At any time, anyone might be smoking.” Poems often use the Inverted Word Order.

Almost everything “Star Wars” movie character Yoda said was in the Inverted Word Order. “The way Yoda ordered” the words in his “sentences sound vaguely riddle-like and add to his mystique” (Adrienne LaFrance). He brought the Inverted Word Order into the public arena by saying things like “A great teacher, error is”, “Truly wonderful, the mind of a child is”, “Patience you must have”, “Death is a natural part of life. Rejoice for those around you who transform into the Force. Mourn them do not. Miss them do not. Attachment leads to jealousy”. “The shadow of greed that is”, “Do or not do, there is no try”, “Luminous beings we are, not this crude matter”.

Star Wars creator George Lucas said: “I had to come up with a language that was alien but understandable”. So, I had Yoda reverse every sentence. We designed his language to make it easier for the viewers to grasp, like, and remember Yoda’s advice.

<https://www.youtube.com/watch?v=Epos28KBE1o>

| TO INVERT A SENTENCE’S WORD ORDER  |
|--|
| 1. Look at each word in the sentence   |
| 2. See how the sentence’s words interact   |
| 3. Identify the sentence’s <i>most consequential word or words</i> and make it or them <b>bold</b> |
| 4. Move that word or words to the beginning  |
| 5. If needed, modify one or more words   |

Some Standard Word Order sentences tend to sound as if the speaker or writer were delaying stating the point. The more I grasp how helpful it is to say or write each sentence’s most important and most consequential word or words at the start, the more I imagine I see three dots between the sentence’s most important word or words and that sentence’s details, as in: “That is . . . true”, the standard way to say “True that is”. However, it’s best to instead only say “True”.

The only way to know what the inverted version of a phrase or a sentence whose words have been inverted will sound like is to invert them. If the inverted way sounds better, informs faster, and works best in a particular “informal” life or writing situation, use it.

Sometimes, after you invert the order of the words or clauses in a sentence, you might need to insert a comma after a word—as in “The book, I read”. Otherwise, it would say, “The book I read”, as in “The book I read was loaded with great new ideas”.

In the following table, in the left column, the subjects are *italicized*, the verbs are underlined, the objects are in plain letters. In the right column, the first word is the most important.

| STANDARD                                  | INVERTED                    |
|---|-----------------------------|
| <i>It <u>is</u> bad</i>                   | Bad it is                   |
| <i>It <u>is</u> cold</i>                  | Cold it is                  |
| <i>It <u>is</u> hot</i>                   | Hot it is                   |
| <i>It <u>is</u> not simple</i>            | Simple it isn't             |
| <i>It <u>is</u> smart to get up early</i> | Smart it is to get up early |
| <i>It <u>is</u> settled</i>               | Settled it is               |
| <i>It's <u>here</u></i>                   | Here it is                  |
| <i>It's <u>here</u>; come and get it</i>  | Come and get it             |
| <i>It's <u>not</u> sunny</i>              | Sunny it is not             |
| <i>It's <u>snowing</u></i>                | Snowing it is               |
| <i>It's <u>smart</u> to think again</i>   | Smart it is to think again  |
| <i>She <u>is</u> cute</i>                 | Cute she is                 |
| <i>That <u>is</u> odd</i>                 | Odd (it is), or How Odd     |
| <i>That <u>is</u> perfect</i>             | Perfect                     |

|  |                                 |
|--|---------------------------------|
| <i>That <u>is</u> true</i>                   | True                            |
| <i>That <u>was</u> (very) strange</i>        | (How) Strange                   |
| <i>That <u>would be</u> funny</i>            | Funny that would be             |
| <i>That <u>would be</u> out of character</i> | Out of character, that would be |
| <i>The noise <u>was</u> so disturbing</i>    | So disturbing was the noise     |
| <i>Time <u>flies</u></i>                     | Time flies                      |
| <i>We <u>are not</u> a match</i>             | A match we are not              |
| <i>You <u>do not</u> need to</i>             | You need not                    |

Because both words are equally important, inverting the words in the idiom “Time flies”, as in “Flies time”, does not work. The idiom “Time flies” is one of the few sentences that only contains a subject and a verb. A few single-word sentences, such as “Go” or “Don’t,” contain only a verb.

Parataxis and elliptic sentences also prove that each time you invert the order of the words in a sentence, the brain instantly correctly fills in every unstated needed word or words or does whatever else it can to make statements that initially seem to make no sense, make sense. For example, anytime someone says something like: “Be it could, what?”—an inverted and playful way of saying a very common question we all ask: “What could it be?”—our brain instantly tells us that “Be it could, what?” means “What could it be?”

Scrambling the word order of “What could it be?” by saying, “What be it could?” also helps everyone understand that sentence’s components better and appreciate how much better, effective, and perfect that expression’s usual order is. A funny way to modify “What should I do now?” to “What me do now?”. Interesting that “What I do now?” Sounds as if the person was asking what they did wrong. And “New day, it is a” is one of the most extreme but interesting word order inversion. Every word order inversion—including those not worth using—help you comprehend how crucial word order is and how to use it to your advantage.



Mistakenly, some people believe that saying or writing words in the Inverted Word Order is ungrammatical. However, doing so does not violate any rules of grammar. And though thinking, writing, hearing, or reading a statement or a sentence expressed in the Inverted Word Order is often more effective, those special and flipped-around statements always surprise everyone and *get twice the attention*. When expressed in the Inverted Word Order, many statements are usually easier to grasp. Inverting a statement's or a sentence's word order also feels as if the person who expressed it is playing some type of new word game. I am one of those people, and at this stage in my life, to my surprise, a part of me is automatically often inverting the order of some statements I think of saying. For example, I just thought that my doing something I knew was incorrect was "out of character", and said "out of character" to myself, then added, "That would be". I did not tell myself: "That would be out of character". I think that on its own, my brain has me saying the most important word "first", like Yoda did.

It is also crucial to express things in chronological order, in the sequence they occur. For example, the sentence, "We improve step-by-step", is chronologically backward—thus false—because only after taking the required steps can a person improve. Thus, the correct chronologic order is "Step-by-step we improve".

The way "Step-by-step" has a comma after it, after inverting the order of the words or the parts of a sentence, you usually need to put a comma after the first part—after its first idea unit. But, sometimes, you don't need a comma. And less often, only saying the statement's or sentence's keyword suffices. Such as, instead of saying, "It's time for you to (or "I think you should") **go**", only say, "**Go**" and you will be perfectly understood. Or, instead of saying, "Please **stop** doing that", anyone can only say, "**Stop**". Instead of saying, "That was **perfect**", anyone can say, "**Perfect**". In some situations, it's best to only say "**No**", not "I think **not**". "**No**" is faster, a one-syllable word, not three words and three syllables.

Keenly aware of the advantages of using the Inverted Word Order, some researchers find, and you might also start to agree, that in some situations inverting the word order is best because it usually lets the person deliver the point first and fastest. And though the Inverted Word Order almost always "sounds" backward, it's never backward and often also chronologic. Another example is "*It is **fun***", which is in the

Standard Word Order, the Subject-Verb-Order (SVO). But in the Inverted Word Order, the Verb-Subject-Order, it becomes “**Fun it is**”.

Sometimes we say “How” before expressing the point, as in “How **strange**”, instead of saying “**It is strange**”. Sometimes, only saying or writing the sentence’s most consequential word—its point, as in “**Strange**” or “**Good**”, suffices. People don’t always say, “**IT IS** (or it’s) time to **get up!**”. Sometimes they simply say: “Time to **get up!**” or only “**Get up!**” They don’t say, “IT (or THAT) (IS; WAS) **perfect**”. They say, “**Perfect**”, one word. (Unneeded words are in ALL CAPS. Verbs are underlined.)

“**They smell**” is in the Standard Word Order. But “**Smell they do**” is in the Inverted Word Order. Both ways inform. “They **smell**” has one less word (“do”) and beat, is a word order that informs fastest, and a rare situation when the Inverted Word Order takes a little longer than when the sentence is said or written in the Standard Word Order. But remember that the rule of thumb is that, with only a few exceptions, the Inverted Word Order is the one that almost always informs faster—typically fastest.

### 65. Say the Most Consequential Word or Words First

To create a sense of urgency, attract the most attention, and impact more, express the most consequential word or words first

Though people rarely invert the order of any statement (whose words are ordered in the Standard Word Order), when necessary, it’s best to invert a specific statement because it lets you inform fastest.

For example, to inform fastest, you can invert the order of the words in “That is **true**” to “True that is”, or better yet, simply say or write “**True**”.

| ONLY ONE WORD | STANDARD    |
|---------------|-------------|
| True          | That’s true |
| Nice          | How nice    |
| Cold          | It’s cold   |

|         |              |
|---------|--------------|
| Hot     | It's hot     |
| Great   | That's great |
| Perfect | It's perfect |

No one likes to wait around to find out something. Everyone wants to instantly be told what they need to know. Only saying “**Bad**” simplifies “That is **bad**” to one word and helps because the first thing everyone wants and needs to know about anything or anyone is if it or they’re good or bad. And since everyone automatically makes faces and moves their body in ways that reinforce what they say, even when they only say one word about something or someone, we get their messages faster.

Writing “Everyone wants to be told what they need to know instantly” implies that there is something everyone wants to “know” instantly, which is different from being “told” something instantly. The difference is small but crucial.

No one wants to *have to wait* to be told and learn whether a thing or a person is good or bad. But that is what the Standard Word Order does. It forces everyone to have to wait to be told the most important

fact in the sentence. As you are starting to see, simplifying a statement to only one word is extremely helpful, and it is the thing to do when fractions of a second count.

One beat, one second, or a fraction of a second seem insignificant, but, for example, on a morning when you're late and in a hurry to get out of the house and run to catch a subway, a bus, or a taxi, or when you have to get to the airport to get on an airplane—a fraction of a second can help you catch your plane. Of course, it is best to go to bed early so you will get up early and not put yourself in those deplorable situations.

As beneficial as inverting the word order of a statement or a sentence often is, might it be better for many people to invert the order of words more often, to the point that it became common?

## 66. The Last Word Impacts Most and Echoes

Though most people probably believe every sentence's first word or words have the greatest impact because in each sentence they are the newest words people hear or read, most scholars agree that any sentence's last words or word produce the greatest impact. William Strunk, Jr., who wrote one of the most-read books on how to write, called the last word in a sentence "*the most prominent*" (1918). Marcia Riefer Johnston says, "To strengthen your sentences, paragraphs, and entire compositions, put the "information" you want to be more "prominent...at the end" (2013). When you're ready to make the Big Point, when you've come to the main thing you want people to remember or the action you want them to take, when you've reached the climax of your argument, when your most potent word has worked its way down to your fingertips and is practically bursting, you" can bold it, all-cap it, or italicize it—but put it here", *at the end*.

The night Barack Obama won the 2008 US presidential election, he did not start his speech in Chicago by saying, "Tonight is your answer, in case you wondered if the dream of our founders is still alive in our time." He opened it with" the following gradual "build-up: "If there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the dream of our founders is alive in our time, who still questions the power of our democracy, tonight is your answer."

Dr. Bryan Garner, the author of “Garner’s Modern English Usage” (5<sup>th</sup> Edition, 2022) and the top legal writing expert, says, “The punch word in a sentence should come at the end”. He urges writers to *read their sentences aloud* “exaggerating the last word in each sentence. If the reading sounds awkward or foolish, or if it seems to trail off and end on a trivial note, you probably need to recast the sentence.” Because you first need to reword a sentence, and rewording is the key action there, instead of “recast I use “reword”. Interestingly (and most likely because I just now read the above paragraphs under the subtitle,) I rewrote the preceding sentence and had moved “reword” to the end—to the place where a word usually impacts most.

*Depending on the situation*, the place where a word will make the greatest impact can be at the start or at the end of a sentence.

## **67. Clause Order**

A sentence’s first word, words, or clause always frames the sentence and determines how the listener or the reader will interpret every subsequent word or idea in that sentence and probably the rest of the text.

## **68. Sentence Order**

Sentence order is all important. To optimize the order of a paragraph’s sentences, create a list of them. At the end of a sentence, hit the return key to send the next sentence to the next line. Seeing a paragraph’s sentences “stacked” one below the other makes it easier to identify those that are not in their correct place.

## **69. Use PowerPoint to Reorder Text Units**

To perfect the order of individual words or longer statements, write or paste each one into a separate *PowerPoint* slide, then reorder them in *Slide Sorter*.

## **70. Vary Sentence Length**

Readers understand most short sentences the first time they read them. To inform fastest, use the shortest sentences, and in each paragraph write short, medium, and longer sentences. If you come

across a sentence that expresses more than one idea, divide it into two or more sentences or write a second sentence that expresses the second idea.

## 71. Always Flip Sentence's Parts

**"I turn sentences around. That's my life. I write a sentence, then turn it around. Then I look at it, and turn it around again".**

— Philip Roth

To decide which clause order or part is best in a sentence, change the order of its clauses or other parts. For example:

- 1) **Attention** is the first thing individuals give or deny.
- 2) The first thing individuals give or deny is their **attention**.

Is the order of the first sentence best because its first word is **"Attention"**? Or is the order of the second sentence best because it has the most important word in that sentence—**"attention"**—at the end?

The answer is that each writer can choose how to order the words in any sentence to achieve his or her goals. The important thing is to flip the words around to see the differences to choose what in your opinion, is the best order.

## 72. Play The Word Order Game

To better comprehend how the word ordering mechanisms work, how all-important word order is, and familiarize yourself with the way most people say or write and order words, play *The Word Order Game* by changing the word order of any statement you said or wrote, or of any phrase or sentence you heard, hear, read, or have read. *The Word Order Game* lets players experiment with the order of words, knowing that any change made to the order of the words in a statement will usually, to varying degrees, change its meaning and improve or degrade that sentence.

## 73. Paragraph Order

It's best to keep your paragraphs short. They're easier to read and do not overwhelm readers.

It's also helpful to know and remember that anyone can write *anything* they want to write—words, clauses, sentences, paragraphs, or

pages—in any order, not in the order they expect to print each of those components because, at any point, anyone can easily edit, reword, and reorder anything written.

However, for the people who will read the final version of what you wrote to seamlessly go from one idea to the next— *before* you print and submit your paper or publish your book—order every word, clause, sentence, paragraph, and page acceptably, or if you can dedicate more time, perfectly.

Start ordering every word in your paper by first moving the paragraph you want to start your paper with to the beginning.

To increase flow, at the end of each paragraph, it's best to write something that leads into the next paragraph. And at the beginning of that paragraph, write something that connects it with what the preceding paragraph stated.

Move each sentence that is not in its correct place in each paragraph to the paragraph where it belongs.

Detect the sentences that are not in their correct or optimum place by studying each word in each sentence, asking yourself what each sentence is saying, and how each word contributes to or detracts from expressing that.

Then, because all the information in the first paragraph will be essential to understand the information in the second paragraph and all the others, to make that possible—move each paragraph into its correct order.

Though you can check and reorder the words, phrases, clauses, sentences, and paragraphs on your computer's screen—no one knows precisely why when anyone reads text on a computer's screen, the brain does not let the reader see *every* error. That makes it crucial to always print every page of the paper you're working on, to on a printed page proofread all the text, to with a pen indicate each edit you must make.

Another alternative editing method is to email yourself a block of text and edit in that email. Editing text in a different environment often helps us see errors we can't see elsewhere.

## 74. Optimize Paragraph Order

Though everyone orders paragraphs as they appear on their computer's screen, subsequently ordering them in the following hands-on mechanical way can optimize their order:

|   |
|---|
| 1. On the computer's screen, move every paragraph to its correct place in your paper.   |
| 2. In the MSW file, cut and paste all the paragraphs into a blank page or pages.  |
| 3. Print that page or those pages.  |
| 4. With <i>scissors</i> , cut each printed paper between each paragraph and place the strips on a table.  |
| 5. Using your thumb and index finger, one after the other, pick up each paper strip that contains a paragraph and insert it in its correct place on the paper you are reassembling. |
| 6. With <i>Scotch tape</i> , join each paragraph to its preceding and its subsequent, paragraph.  |

## 75. Give Each Group of Related Paragraphs the Shortest Distinctive Subtitle

Subtitles state the topic of each specific group of paragraphs. Like I do in this book, make each subtitle **Bold**. APA and MLA each have their own guidelines for titles and different levels of importance. Use *TitleCaseConverter.com* to capitalize them.

Though some longer titles (like “They Shoot Horses, Don’t They?” (1935)) have worked well and attracted millions of—in that title’s case—movie-goers, it’s usually best to give a paper, article, book, movie, or other work the shortest and simplest title. But to differentiate a title from so many that are often about the same topic, always give your work an “original” title. A recent trend is to use only one word for a work’s title. However, a good book or other work is good, regardless of its title. Though the title of Dale Carnegie’s book, “How to Win Friends and Influence People” is long, it became a best-seller almost overnight.



But it took him 20 years of teaching its contents to be able to write and publish his extremely helpful book and develop its title. In his book, among other tips, he advises everyone that to get someone to like you, you need to first unmistakably show that person that “you strongly like them”.

To submit your paper with subtitles, format them in MLA or APA Style. Or, if you only used the subtitles to track and find your way around, delete every subtitle.

## 76. Capitalize Titles in TitleCaseConverter.com

Though it's best to know the capitalization rules, at no cost, *TitleCaseConverter.com* instantly and expertly capitalizes any title in the writing style you select. To see why it did or did not capitalize a specific word, click the “Show Explanations” option.

*Title case* is a capitalization style for the titles of books, movies, songs, plays, and other works. It capitalizes all major words and uses lowercase for minor words, articles (a, an, the), coordinating conjunctions (and, or, but, ...), and (short) prepositions (in, on, for, up). In newspaper, essay, and blog headlines, *title case* is called *headline style*. “Lord of the Flies” and all the subtitles in this book are examples.

Capitalizing titles correctly is challenging because many words can be used to achieve different grammatical goals. For instance, in “Lay It All on Me, “on” is a preposition and must be lowercase. But in “It’s On Again, Off Again,” “On” is used as an adjective and is capitalized. in “I Could Go On Singing”, “On” is capitalized because it is used as an adverb.

## 77. Ulterior Goal Wording

"Ulterior Goal Wording" is a writing method the media uses to insert ideas into people’s brains in sneaky, camouflaged ways, primarily by weaving propaganda into information to manipulate everyone who hears or reads it into feeling, thinking, and acting in the specific ways the manipulators want.

Those who use that technique know that most people strongly dislike or hate to be told what to do, and unless the person who told them what to do is their supervisor or their boss, most people will often capriciously “not” do anything anyone directs them to do.

For example, if a writer wanted to *encourage* students to cook their own meals, he or she would write: “Most college students cook their own meals.” But if that writer wanted to *discourage* students from cooking their own meals, he or she could as easily and would probably write: “Most students I asked say it’s just too much hard work to cook one’s own meals, so they eat out or have their meals delivered.” Leaders know that one powerful word or a short set of words—such as in a slogan—can manipulate billions of people and get them to feel, think, and act in the ways the manipulators want. India and China each have over 1.4 billion people. The world has 7 billion.

## 78. Substitute a Word, a Phrase, or Reword a Sentence

The power of words is astonishing and greater than most people know. Certain words or phrases can and often do profoundly influence anyone who is exposed or exposes themselves to them. And when the media or the news says a word or a *buzzword*, a phrase, or a slogan, it can profoundly influence everyone. For example, in the 1960s, all the lyrics the Beatles sang profoundly influenced everyone who heard them. Their song’s lyrics seemed coincidental, innocent, and innocuous, and some may have been, but they worked like mantras that made people feel and think about certain things, and feel and think about them in certain ways. And all that influenced how people acted and treated one another. Their lyrics and the lyrics of the countless other songs the radios played from all the different groups who achieved a hit song modified reality and steered millions of people like drones. Certain movie, television, play, and book titles, and newspaper headlines as well as their articles steer the masses.

President Obama’s slogan was “CHANGE”. President Trump’s slogan is “Make America Great Again”, and he updated it to “America is Back”. Nike’s is “Just Do It”. Examples of slogans are close to endless. It is astounding how effective slogans—a mere short set of words—are. One word can be super effective. Just look at the packages of the different foods. The words “Fresh”, “Healthy”, “Low Fat”, “New and Improved”, and the most irresistible word, “Free”, are only seven examples of thousands of the most emotion-triggering, penetrating, and hypnotic words. Note that there’s no such thing as a “free” lunch.

It is logical and rational for people to always *give something to get something*.

To grasp the astonishing power deleting, adding, or changing one or more words in a sentence gives anyone, select a sentence and delete, add, or change any word in any sentence. The following are some examples:

| ORIGINAL                        | REWORDED                          |
|---------------------------------|-----------------------------------|
| Trial and error                 | Trial and success                 |
| Think before you speak          | The fish dies by its mouth        |
| Think twice                     | Think critically                  |
| Your blood flows one way only   | Your blood only flows one way     |
| Other people are heaven         | Other people are hell             |
| I think we can trust him        | I don't trust him one bit         |
| Brevity is the soul of wit      | Speak and Write Concisely         |
| This has never failed           | If anything can go wrong, it will |
| Clothes make the person         | Dress for success                 |
| All you need is love            | Love is all you need              |
| I am going to complain          | I'll just let it go               |
| Live and let live               | Mind your own business            |
| Total surveillance ends privacy | Total surveillance keeps us safe  |
| Better late than never          | It's best to be punctual          |
| She loves me                    | She loves me not                  |
| You have to do it this way      | Do it any way you want            |
| I don't like working here       | I quit!                           |
| Life is not a dress rehearsal   | Life is what you make it          |

|                                 |                             |
|---------------------------------|-----------------------------|
| You usually get what you expect | It is done as you believe   |
| The glass is half full          | The glass is half empty     |
| I'll do it tomorrow             | I will do it now            |
| Not sure when I will do that    | A stitch in time saves nine |
| I'm okay with that              | Sounds good                 |

## 78. Telegraphic Writing

Around 1837, Samuel F. B. Morse created the Morse Code. He did not invent the telegraph. Seven years later, he created the “telegraphic writing style”—a distinct writing style that’s choppy and overly concise, but works. The following is the text of the telegraph Orville Wright sent to his brother, Wilbur, from Kitty Hawk, North Carolina, on December 17, 1903.

*“Success four flights thursday morning all against twenty one mile wind started from Level with engine power alone average speed through air thirty one miles longest 57 seconds inform Press home Christmas. Orevelle Wright 525P”*

“Thursday” was not capitalized, “twenty-one-miles” had no hyphens, “Orevelle” was misspelled, “525P” had no “M”.

## 79. Feel, Think, Articulate, Talk, Write, and Live Perfectly

**“You are magnificent”.**— Stuart Dick, Ph.D. (CUNY)

Mathematics, music, language, speaking, reading, and writing are perfect, and writing and reading are made possible by the English alphabet’s mere 26 letters.

Through reading, listening to audio recordings, and watching videos, we all learn more—writing is special because to write, you have to think to articulate, to phrase your thoughts. So, the more you write, the more you think, articulate, and compose, and science confirms that those actions make the person smarter. When you do not write, you do not do those things, so your intelligence does not increase.

| MAKE YOURSELF SMARTER  |
|--|
| Observe people acting and reacting, and write about it   |
| Contemplate, wonder, ask yourself questions<br>Don't "self-censor" your thoughts or what you write |
| To write better, read more   |
| Feel the joy of living, smile, make friends  |
| Seek out intelligent individuals and exchange ideas with them                                      |
| Study, scrutinize, analyze, look for opposites, flip ideas around                                  |
| Identify, articulate problems, and come up with solutions  |
| Handwrite, type, audio or video-record,<br>or speech-to-text your thoughts and ideas               |
| Edit, rethink, reword, and rewrite what you wrote  |
| Edit using a red, a green, a blue, and a black pen   |
| Perfect sentences  |
| Invert some sentence's word order to better understand them  |
| Confront people who say or do offensive things to you<br>or others—but never argue with a fool     |
| Design, draw, paint  |
| Compose and play music, write songs, sing, dance   |
| Dream, imagine, invent, experiment, have fun, be happy   |
| Reinvent small or larger parts of yourself   |
| Write Daily  |

|  |
|--|
| In your Journal, keep a Thought Log and an Error Log   |
| Expect the best or the worst, and be ready for both because anything can happen at any time. |

Certain things are broken or damaged, and certain people are so damaged they are incorrigible. However, not everything or everyone who is flawed is incorrigible. Believing that would be a form of “underliving”. Instead, because human beings can improve almost anything, feel, think, and act knowing that we are all not powerless and condemned to accept all the abuses and imperfections around us. But also be aware that it’s easier to fix certain “things” than to fix or correct the way a specific “individual” feels, thinks, and acts, mainly because each individual has been doing the things they do the way they have been doing them for many years—in some cases since they were a children. It’s also wise to remember that, “If it’s not broken, don’t fix it”.

Another basic and extremely helpful idea is to “Never force” anyone or yourself to do something. As long as any individual does not impinge or infringe on someone else’s rights, let him or her do what they want to do. “Live and let live”. “Let it be”. Don’t waste time and resources attempting to change or fix the old. *Build the new!*

The limits of what we think is possible limit what we attempt to feel, think, and do. “Expand your notion of what is possible”, and expect the best, but be prepared for the worst.

Live perfectly, but always remember that if living were easier—if sometimes we didn’t have to struggle to do the things we must do to work, eat, dress, have a roof, and live, people would become smug, complacent, stagnate, and entropy. Remember: “Problems are opportunities for growth”, and “adversity” and adversaries generate progress. “If there is not struggle, there is no progress”, said Frederick Douglass.

## 79. Perfect Your Sentences

The English language’s 26 letters are perfect. Writing is a science, a skill, an art, and perfect—similar to the visual arts, music, and mathematics, and it applies a set of processes that always work.

Composing a sentence is like inventing, designing, constructing, testing, and perfecting a new machine. Do not strive to write perfect sentences in your first draft. But if a perfect sentence is on the tip of your tongue, say it or write it. To compose a good sentence, write its words “in any order”. Words are new sentence’s building blocks for you to move around till you find their perfect place in it. Words. Seeing all of a sentence’s words listed in a column (as subtitle number 6 illustrates) will help you easily order and reorder each word in a sentence that needs to be moved and find the best word order.

Few things are as satisfying as writing or saying exactly what you want to write or say using the exact words you want to write or say it in, and in the exact tone of voice you want to say it in to a specific individual or group. Perfect sentences are concise. Though every sentence has a “perfect version”, perfecting a sentence takes time, and few people can invest time to perfect a sentence. Nonetheless, to know how to show yourself how to perfect a sentence, perfect at least a few. The first words and sentences in anything you write are crucial because they hook readers or turn them off. They and other preceding words also create a frame around all subsequent statements. Framing functions a lot like the way people like someone and treat them nice because someone told them that person is a good person, or do not treat them nice because someone denigrated them. A preceding word also acts like a preceding domino.

## 80. Use Words or Digits?

Digits, numbers, and numerals all refer to the 10 standard symbols: 1, 2, 3, 4, 5, 6, 7, 8, 9, and 0. Digitization converts information into a numerical—thus digital—format. In certain situations, it’s best to use words to represent digits; in others, it’s better not to.

Imagine being handed a receipt that says, “TOTAL: One hundred twenty-one dollars and zero cents”—not “\$121.00”. Or being issued a license plate that reads, “JK, three, five, nine, eight—not “JK-3598”. There’s not enough space on any license plate for numbers to be displayed as words. Or imagine an I.D. card that says: “five, one, two, seven, four, three, six, eight”—not “51274368”. Or a person’s birthday displayed on their ID card as “June twenty-sixth, nineteen ninety-four”—not 06/26/1994. In those situations, numbers are clearly better.

In New York, two street signs a few blocks away from each other display an avenue's name. One says, "Second Avenue". The other says, "2nd Ave". Which way informs the drivers fastest as they exit the 59th St. Bridge or to the Lincoln Tunnel? Which way informs pedestrians fastest? Faster is better, by the way. Does one sign inform drivers better than it informs pedestrians, or vice versa? Because a street sign saying "West One-Hundred Twenty-Fifth Street would be way too long, they say: W 125<sup>ST</sup>.

Would you write "9 out of 10 dentists recommend" or "Nine out of ten dentists recommend"? Would you write, "We buy 1 out of every 3 items"? Or "We buy one out of every three items"?

Because numbers written as words contain more characters and sometimes more spaces between letters, take longer to translate into numerals (digits), in some situations, some printed media use numbers to represent numerals (also called "digits").

Though *numbers* and *numerals* look identical, each term has a slightly different meaning. A number says how much or how many. Each numeral is a symbol that expresses a number. Any number is also a numeral, and vice-versa. It all depends on the situation. For example, everyone writes and reads the numeral "6" faster than they read the word "six". "Six" contains three symbols, but "6" is only one symbol. "One Hundred Twenty-Fifth" contains 24 symbols. But the number "125" is 21 fewer—only three symbols.

Though numbers written as digits save time, energy, and money, accustomed to in a sentence reading numbers written as words, seeing a number written as a digit can seem strange.

Anytime you take notes or write an informal message, it's easier and more expedient to write numbers as digits.

The speed we live at keeps getting faster and will keep getting faster. The fact that more things are being "digitized" (converted to function using or displaying a digital format) also helps everyone do more things, do more things faster, and more precisely. One consequence is that many people who live in the fastest cities become less patient because they're accustomed to doing things and to things happening faster.

Everyone reads numbers faster than they can read a string of letters. If you prefer, use numbers instead of words that represent a number. But in a school or formal paper, never substitute a number for



a word. Nonetheless, in some sentences, you may need to present some scientific data as digits, as in “1,295 experiments”.

Different disciplines use the MLA (Modern Library Association) or the APA (American Psychological Association) writing style. High schools use MLA more than APA. Depending on the discipline, college courses use one style or the other. Humanities and literature use the MLA style, and technical and scientific works use the APA style. Each writing formatting style has slightly different rules for writing numbers, be it as words or numerals.

## MLA STYLE

MLA Style **spells out** numbers that can be written in one or two words, such as: “one”, “three”, “five”, “ten”, “fifteen”, “seventy-six”, “one thousand”, and “twelve billion. It writes other numbers as digits—“ $2\frac{3}{4}$ ”; “584”; “1,001”; “25,000,000” (APA Style.org). And it represents other numbers by numerals” (such as 2 1/2, 101, 137, 1,275, etc.).

Spell out numbers that can be expressed in either one or two words (libguides.com).

- one million
- ninety-nine
- one hundred
- fifteen hundred

When a sentence begins with a number, write it in words. For example, “*Two thousand twelve was an election year*”.

Use numerals anytime you write an essay about a scientific subject or one that frequently uses numbers—such as statistical findings.

Express certain large numbers using a combination of numerals and words, as in “4.5 million”.

Use numerals with symbols (“%”, “\$”, “¢”, “ft.”, “lbs.”, “P.M.” or “p.m.”, “volume”, etc., or if you can do it in three words or less, spell out percentages or amounts of money, as in, five dollars, sixty-eight cents, forty-five percent.

## APA STYLE

APA Style writes the number “nine” and below as words and, starting with the number 10, as numerals (apastyle.org). For guidelines on how to write numbers, check the “APA Style Manual”.

| USE DIGITS   |
|--|
| <ul style="list-style-type: none"><li>• In front of units of measurement, or quantities, as in “5 millimeters”, or “1 million”</li></ul> |
| <ul style="list-style-type: none"><li>• With abbreviations, as in “6 lbs.”, “4:20 p.m.”, “\$9”, or “4%”</li></ul>                        |
| <ul style="list-style-type: none"><li>• In dates, as in “1 April 2026”</li></ul>   |
| <ul style="list-style-type: none"><li>• In decimal fractions, as in “0.25”</li></ul>   |

## 81. Brevity Codes Inform Fastest

Police officers on patrol are the most concise communicators because, by radio, they complement their messages with Brevity Codes—a set of two numbers that express standard messages. The first number is always 10; the second goes from 0 to 99. “Message received” is 10-4. “No” or “Negative” is 10-74. “Intoxicated pedestrian” is 10-56. “Mental subject” is 10-96. “Fight in progress” is 10-10. “Man with gun” is 10-32. “Chase in progress” is 10-80. “Arrest made” is 10-92. “Ambulance needed” is 10-52.

Computers “think” and “work” based on ones and zeroes (1, 0). “True”, “yes”, or “on” is “1”. “False”, “no”, or “off” is “zero (0)”. Computers process, store, and retrieve data by flipping electronic switches called transistors.

## 82. End Certain Words in “ic” not in “AL”

In his 15 landmark books on writing *concisely*, Robert Hartwell Fiske—that skill’s most prolific author and instructor—informed

readers that it's best not to add "al" at the end of words like "cubic", "basic", or "antibiotic", for example.

Though the correct expression is "biologic son" (with no "al" at the end of "biologic"), everyone says "biological son". If someone said "biologic son", people would think the person made a mistake. Though the correct way to end those types of words is in "ic", I suppose that since each one of the words that it is correct to end in "ic" was coined, almost everyone has been ending many of them in "cal". I suggest you use the correct versions of those words.

One exception is "Broadway Musical"—because "musical" refers to a "musical" play performed in a theater located on Broadway. The word "decal" can only be ended in "al". And "typical" only works when ended in "cal". "Typic" is incorrect because it's too short. Interestingly, 11,758 words end in "ic" and 1,978 words end in "cal" (thefreedictionary.com). On separate pages, Merriam-Webster.com displays a long list of both sets of words. Use your judgment.

| DON'T USE     | USE         |
|---------------|-------------|
| antibiotical  | antibiotic  |
| astronomical  | astronomic  |
| biological    | biologic    |
| chronological | chronologic |
| cubical       | cubic       |
| cylindrical   | cylindrical |
| democratical  | democratic  |
| eccentric     | eccentric   |
| fantastical   | fantastic   |
| forensical    | forensic    |
| illogical     | illogic     |

|              |            |
|--------------|------------|
| logical      | logic      |
| mathematical | mathematic |
| nonsensical  | nonsensic  |
| numerical    | numeric    |
| scientific   | scientific |
| sonical      | sonic      |
| symphonical  | symphonic  |
| synthetical  | synthetic  |

### 83. Visually Differentiate Text

“Writing is visual”—it first catches the eyes. — William Zinsser

Make only a few words or sentences in your text stand out.  
Emphasize them in one or more of the following four ways:

|                     |
|---------------------|
| • <i>Italics</i>    |
| • <b>Bold</b>       |
| • <u>Underlined</u> |
| • ALL-CAPS          |

Or combine them in one of the following six ways:

|                              |
|------------------------------|
| • <b><i>Bold italics</i></b> |
| • ALL-CAPS BOLD              |

|   |
|---|
| • <u>Underlined italics</u>                         |
| • <u><b>Underlined bold italics</b></u>             |
| • <u><b>UNDERLINED, BOLD, ALL-CAPS</b></u>          |
| • <u><b>UNDERLINED, BOLD, ALL-CAPS, ITALICS</b></u> |

To not distract, use one of the above options or some combination of them sparingly.

# WORDS

## 84. Words Control How Each Person Feels, Thinks, and Acts

“Those who tell stories rule the world”. — Hopi Indians

“A choice of words is a choice of worlds”. — J. R. Andrews

A word frames a situation. Names frame an individual. Most people feel automatically connected to a man who calls himself Charles. But because names like “Carlos”, “Mohamed”, “Reyaz” and other non-English names are not as familiar, most English speakers may not feel that connected with him.

Similarly, just one specific, *more powerful than most* word (be it a noun, a verb, an adjective, or an adverb) can suddenly make people feel, think, and act differently or reverse the direction everyone who hears or sees that word goes in. There are many of those words, and each works best in specific situations. Three of the most powerful, attention-getting, and emotion-provoking words are “free”, “love”, and “sex”. Words are also indispensable and spoken or printed on labels or advertisements to convince consumers to buy foods, products, and services and work admirably. Some of those words are: “fresh”, “quality”, “natural”, “new and improved”, “low calorie”, “no MSG”, “non-GMO”, “no artificial ingredients”, “superior quality”, and the like. Other powerful words are words associated with love, such as: “kind”, “caring”, “friendship”, “trust”, and “compassion”. Words related to or that only hint at sex are also powerful. Words that describe acts of

*violence* (“assault”, “attack”, “bully”, “danger”, “defenestrate”, “destroy”, “hit”, “kick”, “punch”, “shoot”, “stab”), as well as words connected to *death* (“annihilate”, “bomb”, “destroy”, “kill”) are also among the most powerful. *Expletives* are also extremely powerful, or at the very least they get people’s attention and get them to remember what someone said or wrote. Lenny Bruce, George Carlin, and other comedians are famous for having incorporated expletives into their skits.

Words have infinite uses. One of the most important is succinctly and unequivocally expressing what anyone *thinks or believes* “is”, “was”, or “could be”. However, that makes it crucial to take into account that just because someone believes something “is” one thing or another does not mean it “is”. Anyone can be mistaken, imagining things, lying, or insane and not know it—and those possibilities make it crucial and sometimes vital to “verify” *anything and ideally everything* anyone said, wrote, or published. Because everyone remembers things differently, to check what someone said, audio-record it.

The best way to clarify things and situations is to list all their “components” and some details and study them.

Though every person’s life revolves around words, most people don’t realize how indispensable and powerful words are. Without words, society could not function as well as it does and could only function as it did before people were able to speak words and could only communicate by making nonverbal sounds, facial gestures, and body movements.

One of the key goals of all the spoken or written words and images society exposes everyone to is to keep things as they are to maintain the status quo.

Words are a type of “food” the brain needs, wants, loves, and craves. And people go out of their way to be stimulated by another human being expressing what he or she thinks by saying or writing words. Words are also central to any human interaction. And talking “in person” with someone is much nicer than only texting, talking with, or also seeing them on your phone or computer.

Words and information “form” each individual. The word “form” is the second syllable in the word “in•form•ation” (Alan Watt). Words let each person or group tell others—and also themselves—their version of what they perceive “is”, as well as what they perceive is going

on or is not going on. And they let those who see that what is supposedly going on is false and warn others.

Words also let us tell ourselves and others what we're feeling and thinking. They let us tell ourselves what made us feel a certain way, and they help us identify and confirm which emotion we are feeling. Daniel Goldberg's landmark and must-read book "Emotional Intelligence" helps anyone understand what emotions really are and manage them.

Because it's extremely common for any human being's emotions to overcome reason, writing your thoughts can also help you stop an emotion from controlling what you feel, think, and do. An emotion can also blind any individual to the reasons they should do or not do a specific thing, and can also get them to do things they will regret having done. To not let yourself fall into those bad situations, use "Writing-Aided-Thinking" to "deactivate" some emotions and do things based on reason.

Write a list of each player, their role, and what each one wants. Then write a second list, this one of each of a situation's details. The list of the players will be more like a list of a machine's parts. The second list—which is more like a list of what the challenges are and how you plan to use all the things on those lists to do the right thing.

Words let us give each thing, place, and person a name and a tag. We use words to name things, give people or things *nicknames*, and label things. Words represent specific people, places, or things but can also represent abstract or imagined—thus fictional—people, places, or things.

Words, phrases, and slogans control what everyone thinks about—and as importantly—"how" everyone thinks about each thing. Words are also indispensable to tell people what they should do, must do, cannot do, or be doing.

Words also tell everyone who and what is *important* or more important, what is acceptable, unacceptable, desirable, or undesirable, and who or what is *better* (and by default, *worse*). They establish and maintain the unique collective realities that each individual, family, neighborhood, city, nation, and the world accepts. Words also help us evaluate and judge people, places, things, and situations.

Because words establish reality, people compete and sometimes fight to be the person who says them, especially in an argument. Perhaps intuitively, people interrupt others to stop them from talking

so they can talk and be the person who talks and controls things—so they can lead.

Knowingly or not, each individual keeps selecting and using *a specific set of words and phrases* to create their “personal reality” and maintain it.

Words might be one of the first things that created a specific problem. Certain specific words might be the long-sought “root problem” that causes many of society’s problems and some personal problems, or be their long-sought solution. However, words might also be the key—the levers that could help humanity solve many problems one at a time.

If you can identify and remove the word that seems to be causing a problem, you might be able to it and stop its bad consequences.

One way to better understand a situation is to *rename* a key component or give that situation or person a *nickname* to help you and the few people you choose to share that nickname with understand things better.

Lies might be society’s root problem. Throughout history, people have and still use words to lie and fool, in some cases millions or billions of people. In “The Book of Lies,” M. Hirsch Goldberg wrote that one report says that each person tells about 200 lies each day.

On the other hand, factual words and numbers, truths, let us imagine and visualize things, apply the scientific process, and write theories, hypotheses, predictions, and anything else.

Words stimulate our brains and our being. Words connect people. They make things happen. They start things, stop things or people, or keep people and society going. Words heal or can injure deeply but words never kill. Words can help you do things or get others to do things—*sometimes “instantly!* Words are tools that, like money or muscle, anyone can use to do good or bad.

Words let us articulate our thoughts. They let us tell ourselves and others the sensations and the emotions we’re feeling. They let us invent, write, share information, tell stories, and clarify things to ourselves and others. They let us vent our feelings and file complaints. They let us criticize, advise, warn, threaten, frighten, or mentally punish or attack others.

Words also let us comfort or entertain people. They let us thank people, make them laugh, feel good, and feel happy. They let us tell



people that we like them or love them, or do not like something or someone.

Because “We always get what we give”, it’s safer never to tell anyone you do not like them. Respecting everyone and treating everyone well is wise and beneficial. Think twice before saying, writing, or doing anything because no word or action can be “retracted”.

Words also let you express yourself perfectly! Sometimes spontaneously, sometimes after thinking, brainstorming, writing, editing, rewording, and perfecting your sentences. Without words, numbers, and images, humanity might never have figured some things out. Words also help everyone figure out all the challenges as well as all the opportunities that might lie ahead.

Each word is part of a “network” of all the words that have something in common with each other. Each word’s network includes every word that sounds like it or rhymes with it, contains the same prefix, suffix, or affix, has the same root word, is one of its synonyms, or resembles the word in some other way.

Each part of the world or region has its unique *Local Vocabulary*. They contain every word, phrase, idiom, and other expression its residents use to tell themselves and others what they feel, think, want, or don’t want. Local Vocabularies change. For example, in the 1960s, the words “groovy”, “psychedelic”, “dig”, “far out”, “it’s a blast”, “bell bottom pants”, “miniskirt”, “hot pants,” and other words and fashions that were extremely popular, but people no longer use them. Which words are part of the Local Vocabulary in your location? Which words are part of the vocabulary in the educational institution you attend, at your job, where you hang out? Which words do you use with your friends, your boyfriend or girlfriend, your family, your wife or husband, your parents, your siblings? Which words do you say to yourself, or only to yourself? Which words do you only say to individuals of your same gender? Which words are part of your Family’s Vocabulary? Which words are part of your Profession’s Vocabulary? Which words do you regularly use with people or with a specific person in a specific situation or type of situation?

Sometimes, one particular word can become the hub around which a relationship flourishes or collapses, or it can become the newest thing in a relationship. To steer your relationships in a positive direction, use only or mainly positive words.

The words a person uses when communicating with a specific individual or group can give them control over certain situations and relationships. Sometimes, it helps to inform someone that a particular word they use is detrimental and why. Sometimes, some people will thank you, but sometimes, informing them can end the relationship.

Words have connotations—the ideas or feelings associated with each word. Connotations can be positive, neutral, or negative. For example, the words “aroma,” “smell,” and “stink” are synonyms of the word “odor”. “Aroma” has a positive connotation. “Smell” can have a positive or a negative connotation. But “stink,” says the smell is so bad it makes you want to run away.

By intonating, dramatizing, drawing, painting, or animating a word’s letters or the things a word represents, you can make a word more effective.

To discover how a specific word affects you and others, isolate it. Then imagine what would happen if you or someone you know started or stopped using a particular word or phrase. It’s also a lot of fun to modify, invent words, replace them, or secretly give certain things or individuals a different witty, revealing, or funny name or nickname.

Seeing the advantages of using the word “diff”, I thought I thought I was the first person to think of using it. But *Etymonline.com* says that the phrase, “What’s the diff?” had been used in 1878. For centuries, Italians have said “*impossibilitare*” (to make a thing impossible), in Spanish, “*imposibilitar*”. I believe we should use the word “impossibilitate” in English.

Every skilled writer makes sentences concise. One much-needed word we will all benefit from using is “concising”. It’s the present participle of the verb “conceive”.

Like “STOP” signs, so many different types of signs tell everyone what to do or not do. In the 1970s, the Five Man Electric Band sang the song “Signs”. Its lyrics say: “Sign, sign, everywhere a sign. Blockin’ out the scenery, breakin’ my mind. Do this, don’t do that. Can’t you read the sign?” When radio stations play song lyrics, they become more powerful than most people imagine because radios spread their words, phrases, and the ideas like wildfire. Initially written to entertain, song lyrics always present a set of values that quickly wind up persuading millions or billions of people to feel, think, and act in specific ways. And—especially if the song was a hit in their teens—people will usually

keep doing those things that way for the rest of their lives. To better grasp how powerful and consequential hit song's lyrics are, ask yourself: How differently might I be feeling, thinking, and acting if I'd never heard a specific song's lyrics? For example, the Beatles' song's lyrics profoundly influenced at least two generations. The song "Macarena" remains the all-time number-one hit wonder. It's novel message was "Make your body happy" ("*Dale a tu cuerpo alegría*").

Whether we realize it or not, each of us typically and continuously nonverbally expresses almost everything we're feeling and thinking. Because each nonverbal message must be interpreted, its meaning cannot be pinpointed. Holding anyone accountable for a nonverbal message they sent is impossible. Sometimes, it's better to use words to tell others what we think. But other times—because no one can predict how anyone will react—it's often best to remain silent. "The closed mouth catches no flies", said Ben Franklin.

Similarly, doing the opposite, ignoring what someone says to you, not responding to someone who asks you a question, or not replying to an email, letter, phone message, or other communication, can sometimes be more effective than responding.

Nonetheless, anytime you're within talking distance from someone who seems to be a good person and someone you would like to connect with, say something positive to them or ask them a question—preferably about them. That's a proven way to make friends.

Anytime you interact with someone, it's best to compliment them by telling them that you like something about them. That will make them feel good, appreciate you, like you, and want to help you. It's also good to literally tell people that you like them, appreciate them, or love them and to develop your ability to say things sweetly and lovingly. That skill will make you irresistible and keep people coming back for more.

But also remember that "The fish dies through the mouth". And remember that "When in doubt, leave it out". In 2012, 147 journalists were killed. In 2022, 167 journalists were killed. In 2024, 122 journalists were killed (54 were reporting from armed conflict zones). Also, if you're not certain that a person wants to communicate with you, you'll probably be better off not saying anything to them.

And if you're not sure whether you should show someone something you wrote, don't, because people are easily offended, so be extra careful to whom you show what you wrote. It's safer to "*When in*

*doubt, leave it out.*” Create anything you want—but don’t automatically show everything you create to others.

In 1788, 9 of the 13 states ratified the “Constitution of the United States”. It contained 4,543 words, and its 27 amendments increased its words to 7,591. Its creator’s brilliance, unprecedented ideas, and simplicity keep making possible the unmatched successes of the United States and its people. What would society and your life be like if such a world-changing document had been worded differently or never written?

For over 2,000 years, the most well-known words in *The Bible* and the many ideas those words tell us have profoundly influenced how billions of people feel, think, and act. *The Bible’s* words have stopped many people from doing uncountable harmful, wicked, or evil actions, and have also inspired countless people to do good things they might otherwise not have done.

Among “*The Bible’s*” most well-known words are “God”, “Jesus Christ”, the “Holy Spirit”, “the Virgin Mary”, “Heaven”, “Hell”, “the Devil”, “angels”, “sin”, “demons”, “confess”, “repent”, “punish”, “forgive”, and others. The titles of *the Bible’s* parables include “The Good Samaritan”, “The Prodigal Son”, the Judgement of Solomon, and others. Plus the names of its many characters, “Jesus”, “John the Baptist”, “Joseph”, “Peter”, “Paul”, “Thomas”, “Mathew”, and many others.

Though (in six different verses) of the “*The Torah*” and “*The Bible*” Moses says God spoke to him, it is not possible to verify that, and though all the prophets said that they wrote what God inspired them to write, a Gallup poll found that one out of five Americans believes “The Bible” contains “*the words of God and His words can be taken literally*”.

How would the billions of people around the world be feeling, thinking, and acting, and what would society and your life be like if the most sold and most read book, “*The Bible*”, “*The Torah*”, and other books such as “*Aesop’s Fables*”, “*The Iliad and The Odyssey*”, “*The Quran*”, “*The Prince*”, “*Don Quixote*”, “*Poor Richard’s Almanack*”, “*The Origin of the Species*”, “*Das Kapital*”, “*The Jungle*”, “*Mein Kampf*”, “*The Kinsey Reports*”, “*How to Win Friends and Influence People*”, “*Harry Potter*”, and innumerable other high circulation and highly influential books had “not” been written, published, sold, and circulated?

Words are more powerful than you might have thought. Every day, newspapers, magazines, books, radio and TV shows, songs, movies, product slogans, and other sources flood us with spoken or printed words to get us to buy products and services, overconsume, do or not do specific things, and feel, think, and act the way the people who pay for those works or pay those media outlets want us to.

Because anyone can say, write, and disseminate a truth or a lie, we live smothered by *a network of lies* that perpetuate one another. Just because something is printed, said on the radio, or advertised, don't make the mistake of believing it. Any sentence, statement, or story can be true or false, factual or fictitious. The things people need the least are the most advertised.

In "The Book of Lies," M. Hirsch Goldberg, the former press secretary for the governor of Maryland, who in that book wrote that *each day each person tells about 200 lies*. He also instituted "Honesty Day". It's celebrated on the 30th of April.

Jim Jones, the founder of the "Peoples Temple" religious cult, used words to recruit members. But then he used words to convince over 900 members to relocate to Guyana (a small nation in the northeastern tip of South America), where he kept telling them that society was horrific and that everything was hopeless. Then he talked them into *voluntarily committing suicide* by drinking *Kool-Aid* laced with poison!

Another shocking religious organization is the Unification Church. It invites mainly young people to events at their church, which is, in reality, an indoctrination center, where isolated from their family and friends, the recruiters apply mind control techniques to brainwash them. In "The Divine Principle", his extension and modified version of "The Bible", that church's founder, Reverend Sun Myung Moon, stated, "*I am the second Messiah*". All his followers believe him, submit to his teachings, worship him, and do strange things such as fundraising for the church by presenting themselves to prospective donors at their homes, selling them things like peanut bars, and handing over the money to their team leaders to supposedly "return the wealth to God". Mr. Moon died at the age of 92 in 2012. His religious cult's usual mass weddings of "interracial, international couples" began in the early 1960s when Moon married only a few dozen couples. But as the number of members mushroomed, Moon, who taught the thought-

provoking and brilliant insight that *“Romantic love leads to sexual promiscuity, mismatched couples, and dysfunctional societies”*, personally matched and married 30,000 couples in Washington, D.C. in 1997. The challenge is that if romantic love does not work, other than the parents selecting their son or daughter’s mate, I don’t see any alternative to romance.

All religions, all groups, and all organizations recruit, convince, hook, and hold on to their followers primarily by saying, publishing, having them read, and repeating a set of “words” that with astonishing efficiency hypnotize their members and put them in an often life-long trance.

Corporations also take advantage of the public. One of the most malicious ways certain corporations do that is by forcing everyone to inhale *deadly secondhand cigarette smoke*. Though on its website, the U.S. Center for Disease Control (CDC) states that “No level of secondhand smoke is safe”—because it makes each person who smells cigarette smoke sicker than most victims realize, it also states that secondhand cigarette smoke (SHS) is killing “more than 40,000 adult nonsmokers and more than 390 infants every year”—yes, 40,000. Nevertheless, the U.S. Government is letting cigarette manufacturers sell a product whose leaves contain “nicotine”—the most addictive substance. However, the media does not disseminate that, thereby indirectly helping the cigarette manufacturers continue to fool—especially young people—into smoking because they know fewer facts and don’t know how to find out how harmful cigarettes are. Each lit cigarette injures the smoker mentally and physically and makes everyone who their smoke hits *sicker each day*. Each year, one out of every two smokers who die dies because they smoked.

*It’s crucial to write “who die” (singular)—because if each year one out of every two smokers died, the number of smokers who die each year would be greater, and the number of smokers who are alive would drop.*

Though the English language is intrinsically perfect, it contains a specific set of imperfect words and phrases. Among them, 230 are uninformative, unneeded, or useless phrases or idioms, and 75 are “contranymy”. A contranym is a word that means more than one thing. The word “sanction” is a contranym. It means “to allow”, but it also means “to punish”. Etymonline.com, the online etymologic dictionary, says that the word “sanction” came from the Latin word “sanctioned”,

was coined around 1560, and meant to give “legal approval”. However, 70 years later, in 1630, some unknown group somehow made the word “sanction”—also start to mean “a penalty” or “a punishment”. That asinine change should never have taken place but it did and keeps causing much untold confusion.

Check out the website: <https://www.dailywritingtips.com/75-contronyms-words-with-contradictory-meanings/>

Words are also energy. Depending on their meaning and connotations, each word emanates a specific type of energy and triggers specific emotions. For example, the word “love” expresses the main thing everyone always looks for and desperately needs, and it emanates a loving energy. But the word “stupid” emanates a stupid energy.

Each word encapsulates and radiates energy. Whether you hear or read a word, each word radiates “waves”. When someone says a word, the sound waves they send out from their vocal cords enter your ears, which sends them to your brain. When someone writes a word, you can read it because light hits a paper, and it reflects the light waves that carry each word’s letters to your eyes, which send them to your brain. Any word or any almost imperceptible (pleasant or unpleasant) sound can affect you in many different ways and bring about surprisingly big changes—often quickly, automatically, inevitably, or all three ways.

Also, learning, thinking about, and using just one new positive word can improve your self-concept and help you live better. Conversely, exposing yourself or being voluntarily or involuntarily exposed to a negative word can deteriorate your state, your self-concept, and cause other negative consequences.

The same is true about the type of people you associate with. Be very careful. Your mind is a temple. Keep every bad thing and negative word out. Block any impure notion word from entering your mind. Don’t expose yourself to negative words or things or associate with negative individuals because they will instantly drag you down and contaminate you with their negative, rotten and toxic, or perverted feelings, thoughts, words, and ways.

Words are central for the invention, development, testing, design, production, and marketing of the ever-growing quantity, sophistication, and simplicity of the technological innovations that keep

flooding the market and are letting everyone do more things better, easier, and faster.

My favorite word is “perfect”. Hearing, reading, or merely thinking about it activates the cells that store that particular word in my brain and all my other brain cells (neurons) connected to the word “perfect”. The word that gets those who are exposed to it to appreciate perfection more and feel motivated and inspired to as often as possible do more things perfectly.

My second favorite word is “prevent”. Those two super-positive words and just about every word always produces greater and more powerful consequences than you might think. How big the consequences will be depends on the situation. Because “It’s better to prevent than to regret”, it’s crucial, best, and wise to prevent regrettable things from happening by doing the specific things you know (or that your subconscious brain and your intestines might inform you) will prevent unwanted things from happening.

Words are the heart and the essence of every story. They let us verbalize or articulate and write the things we imagine so we can tell others about them. Though *fiction is a series of lies interwoven with truths*, and fictitious characters are never real, to some people, many fictitious characters are far more popular, in some ways more important, and in some ways more real than some of the real flesh and blood human beings in their lives, and sometimes they influence them as much or more. Many people, and more so the young, live in one main reality populated by real people, places, and things, and a second reality inhabited by fictitious characters, places, and things, which, on some level, a part of them really believes also exist. And as those young people get older, they stay in that peculiar habit almost everyone has.

The human brain contains one billion brain cells called neurons. Anytime I hear or read a word that is special to me, it can take me back decades, activate many neurons and neuron networks in my brain, and sometimes, for a few powerful seconds make me feel I am back there! To better grasp how words and memories are interconnected and networked, pick any year and write a list of the things you remember that took place that year. Start by remembering the first word that comes to your mind from that year, and you’ll soon start remembering many other words, events, and ideas from that year.



To differentiate the *useless* words from the *useful* words—the ones that inform, in this and in my other books on writing better, to make the useless words stand out for readers to know it's best not to use them, I usually capitalize each useless word.

Though some people say that “There is a word for each thing”, and in 2010, Sol Steinmetz published the book “There Is a Word For It”, perhaps because naming each little different thing is unnecessary, for example, not every little thing or every nuance in the way humans think, feel, or act has been given a name. But human beings will continue coining a name for the things people truly need to give a distinct name to. If you are ever in a position to coin a word for something, please assign only one meaning to it. Thanks!

A great way to help yourself and others grasp a word's magnificence and versatility is by playfully renaming things—such as the way “Saturday Night Live” renamed “eggs” “chicken embryos”. Or the way in the 1950s, as the result of a radio show contest, the city of “Hot Springs” in Arizona changed its name to “Truth or Consequences”.

It's common for actors and other performers to change their names. Some authors also change their names. Changing your name is one of the first steps (as some T-shirts say) to “reinvent yourself”. Changing your name is a powerful move and can change your life, your world, and your reality. But everyone does not need to change their name. The biggest drawback to changing it is that because it's directly and inextricably connected to all the people and all the things you experienced while you used that name, it starts to disconnect you from all the memories and all the powers you exerted every time you used or someone called you by your birth name.

Cassius Clay was the boxer who used words best. In the 1960 Olympics, at 18, he won a gold medal. Then he won 56 out of 61 professional boxing matches (37 by knock-out) and declared, “*I am the greatest*”. Then, he refused to be drafted into the U.S. Army. In 1963, his spoken word album titled “*I am the Greatest!*” Climbed to number 61 on the charts. In 1964, he defeated Sonny Liston and won the world heavyweight championship. Months later, he denounced his birth name, *Cassius Clay*, as being a “slave name” and formally changed it to *Mohammad Ali*. He has had a tremendous and lasting impact on society. Some consider him the “Spiritual Father of Rap”. He also had the greatest personality among boxers—but *he was not the greatest boxer*.

Rocky Marciano won *every* boxing match he fought in. So he might be the greatest boxer. Harry Greb won 262 boxing matches. Sugar Ray Robinson won 173. Harry Armstrong won 150. Ali only won 56. (theperspective.com).

*The ultimate power of words might be that they allow each individual to make their life exactly what they want to make it.*

## 85. English Generates the Biggest Advancements

### UPDATE CONTENTS PAGE

Like every language, English contains and perpetuates a unique set of values, a unique culture, and a unique reality. English is one of the most practical, efficient, concise, economic, useful, powerful, and successful languages. It has facilitated countless patented life-changing inventions and improvements in countless fields. The Wright brothers' invention of the airplane is only one such marvelous invention.

English is also a spirit. "American Know-How", the American Way of Life, and the American reality have helped English speakers achieve amazing breakthroughs they might not have achieved communicating in a different language.

Constance Hale says English is inherently economic, thrifty, and in the right hands, even elastic. For example, "How else?" (8 letters) is the economic way to say "In what other way?" (17 letters).

Over 100 years ago, the German writer Jakob Grimm, who with his brother Wilhelm wrote "Grimm's Fairy Tales (Children's and Household Tales)", said that English has a thrifty order exemplified in its most economic expressions. English's exceptional qualities make it the universal language.

The world's most concise language is Mandarin Chinese. English, Mandarin Chinese, and Spanish are the world's most spoken languages. John Kanagg of the British Council said 1.5 to 2 billion are learning English. Other sources say 30 million people are learning Chinese, and other sources say 23 million are learning Spanish. The most used word worldwide in 2024 is "okay", and one of the most used expressions is, "I'm okay with (that)".

Ph.D. Rudolf Flesch, a pioneer of reading and writing science, author of 13 books on reading and writing more effectively, and the leading proponent of “Plain English” (which he calls “Plain Talk”).

“Among his targets were ‘Federalese,’ the language of bureaucrats, and ‘gobbledygook,’ a word used to describe ‘meaninglessness’ (The New York Times). Tests on Government material, wrote Dr. Flesch, furnished “objective evidence that the mass of Government writing is incomprehensible not only to the average American [ they read at the eighth-grade level ], but also to the better-educated Government employee.” In “The Art of Plain Talk”, Dr. Flesch cited the following example of Federalese:

“Ultimate consumer means a person or group of persons, generally constituting a domestic household, who purchase eggs generally at the individual stores of retailers or purchase and receive deliveries of eggs at the place of abode of the individual or domestic household from producers or retail route sellers and who use such eggs for their consumption as food.” He brilliantly simplified that overly long paragraph by writing: “Ultimate consumers are people who buy eggs to eat them.” I simplified Dr. Flesch’s sentence to “Consumers buy things.” That’s its key message. It states, “Who does what?”

Rudolf Flesch also wrote the book, “Why Johnny Can’t Read—And What You Can Do About It” (1955), created the Flesch Reading Ease Test, and co-created the widely used Flesch-Kincaid Readability Tests. He advocated using *phonics* rather than *sight reading* to enable students to sound out words—especially unfamiliar words.

Like all languages, English is a mindset and a spirit. Everyone in the United Kingdom, the United States, Canada, Ireland, Australia, and New Zealand speaks it, and each nation has a distinct way of speaking it.

English is also the official or co-official majority or minority language in 70 other nations, including Granada, Guyana, Jamaica, Nigeria, and India. In Bangladesh and 13 other nations, English is a working language in government or education but is not recognized as the main population’s official or primary language. English contains 170,000 words and has the highest “Information Density Rate Per-Syllable.”

## 86. Compound Words

A hyphen separates or joins words. Compound words combine two or more words to express an idea faster and simpler. They can be nouns (“babysitter”, “bedroom”, “blackboard”, “meatballs”); verbs (“eat”, “jump”, “sing”, “sign-up”, “enter”, “withhold”, “fundraising”); prepositions (“inside”, “outside”, “alongside”, “within”, “without”); adjectives (“awesome”, “biracial”, “fast”, “humongous”, “secondhand”); or adverbs (“clockwise”, “fast”, “consciously”). Some words, like “fast”, can be used as an adjective or adverb.

Each hyphenated compound word has a hyphen between its two or occasionally more than two words, and usually (if it does not have too many words, technically, I suppose) counts as one word. Some compound words are hyphenated, some aren’t. Some examples of hyphenated compound words are: “well-being”, “fun-loving”, “check-in”, “ex-wife”, “eye-opening”, “absent-minded”, “cost-effective”, “full-scale”, “mind-altering”, “must-read”, “old-fashioned”, “on-and-off” (optional hyphens), “so-called”, “over-explaining”, “re-elect”, “self-imposed”, “short-term”, “twenty-six”, “two-roomed”, “tight-lipped”, “fun-loving”, “low-hanging”, “push-ups”, “sit-ups”, “push-button”, and “good-looking”.

The three types of compound words are *closed* compound words, and they are always written as one word, as in “toothpaste” or “babysitter”; *open* compound words, written as two words, as in “high school” or “attorney general”; and *hyphenated* compound words, written with a hyphen connecting the words, as in “sister-in-law”, or “connect-the-dots”.

Some compound words contain more than two words, such as: “happy-go-lucky”, “everyone-knows-that”, “hard-to-get”, “this-is-(not)-due-to-that”, “mother-in-law”, “one-thing-does-not-affect-the-other”, “slice-of-life”, “up-to-date”, “speech-to-text”, and “so-and-so”.

## 87. Hyphens

| USE A HYPHEN WHEN   |
|---|
| 1. The pair of words form an adjective that comes before the noun, as in <i>well-known felon</i> , or <i>first-class work</i> . |

- |   |
|---|
| 2. The adjective pair comes after the noun, don't write a hyphen, as in <i>"His crimes are well known. His work is first class."</i>  |
| 3. A fraction acts as an adjective, as in <i>"He drank one and two-thirds cans of soda."</i> But not for fractions acting as nouns, as in <i>"Only two-thirds of the applicants were interviewed"</i> . |

Sometimes, hyphens are optional—as in “tone-of-voice. Though Grammarly hyphenates it, it’s also okay to write “tone of voice”. But do not hyphenate “get out now!”, “on the spot.”, “secondhand”, and certain other compound words. To know if you need to hyphenate a specific compound word, look it up on the web.

In most cases, anytime you place a compound adjective before the noun it modifies—hyphenate it. But not when it’s placed after a noun. As in “long-term solution”, “Up-to-Date User’s Guide”, or “eye-opening experience”. The word “weekend” began as “Week end”, then became “week-end”. It’s now “weekend”.

Adverbs generally end in “ly”. Never hyphenate compounds that contain an adverb, whether it is attributive or predicative. Write “Carefully laid plans”, not “carefully-laid plans”, or “Concisely written”, not “Concisely-written”.

It’s usually best to place the adjective *before* the noun. As in “old house”. Otherwise, it will sound like a tag or a statement made after the fact, backward and incorrect—as in “house old”, “truck big”, or “girl pretty”. However, usually, because it’s the traditional or standard way, sometimes placing the adjective after the noun, as in “Attorney General”, “the people responsible”, or “the only decision possible”, are common expressions and sound better that way. Sometimes, placing the adverb after the verb sounds better, as in “She walked slowly to the store.” The verb is “walked”. The adverb is “slowly”.

## 88. Words That Omit Their First Syllable

Aphesis words (a•phe•REE•sis) eliminate a word’s first syllable, such as **RO** from the word “ro•bot” to create “bot.” **A** from the word “a•live” to create “live”. **HAM** from the word “ham•burger” to create “burger.” **U** from the word “you” to create “yo!”. And **E** from the

word “e•nough” to create the word “nough”, written “nuff” in “Nuff said.

## 89. Shortened or Abbreviated Words

Simplified words—formally called “**apocope**” words—cut off a word’s last syllable or syllables.

**Abs** deletes **DOMINAL** from *abdominal* (muscles)  
and adds an “s” at the end

**Ad** deletes **VERTISEMENT** from *advertisement*

**Admin** deletes **ISTRATOR** from *administrator*

**All caps** deletes **ITAL** from *capitals* and adds **All**

**Ammo** deletes **UNITION** from *ammunition*  
and replaces the “u” with an “o”

**Amp** deletes **LIFIER** from *amplifier*

**App** deletes **LICATION** from *application*

**Auto** deletes **MOBILE** from *automobile*

**Bike** deletes **CYCLE** from *bicycle* and adds “ke”

**Bio** deletes **GRAPHY** from *biography*

**Bio** deletes **LOGY** from *biology*

**Bod** deletes **Y** from *body*

**Bra** deletes **SSIERS** from *brassiere*

**Bro** deletes **THER** from *brother*

**Bud** deletes **DY** from (good) *buddy*

**Bunk** deletes **UM** from *bunkum*

**Cab** deletes **TAXI** from *taxi cab*

**Cam** deletes **ERA** from *camera*

**Carbs** deletes **OHYDRATE** from *carbohydrates*

**Chevy** deletes **IC** from *Chevrolet*

**Chimp** deletes **ANZEE** from *chimpanzee*

**Cig** deletes **ARETTE** from *cigarette*

Coed deletes **IC** from *coeducational*

Coke deletes **CA-COLA** from *Coca-Cola* and adds an “e”

Commie deletes **UNIST** from *Communist* and adds “ie”

Combo deletes **INATION** from *combination*

and adds an “o” at the end

CompStat deletes **UTER / ISTICS** from *Computer Statistics*

Con man deletes **FIDENCE** from *confidence man*

Congrats deletes **ULATION** from *congratulations*

Co-op deletes **ERATIVE** from *cooperative* and adds a hyphen

Decaf deletes **FEINATED** from *decaffeinated (coffee)*

Deli deletes **CATESSEN** from *delicatessen*

Demo deletes **NSTRATION** from *demonstration*

Detox deletes **IFICATION** from *detoxification*

Diff deletes **ERRENT** from *different*

Dis deletes **RESPECT** from *disrespect*

Disco deletes **THEQUE** from *discotheque*

Doc deletes **UMENT** from *document*

Doc deletes **TOR** from *doctor*

Dorm deletes **ITORY** from *dormitory*

Dupe deletes **LICAT** from *duplicate*

e- deletes **LECTRONIC** from *electronic*

and in some words, adds a hyphen

EDP deletes **ISTRUBED** from *emotionally* and **ERSON** from *person*

Exam deletes **INATION** from *examination*

Expo deletes **SITION** from *exposition*

Fan deletes **ATIC** from *fanatic*

Frank deletes **FURTER** from *frankfurter*

Fridge deletes **RE / ERATOR** from *refrigerator* and inserts a “d”

Gas deletes **OLINE** from *gasoline*

Gig deletes **ABYTE** from *gigabyte*

Gov deletes **ERNOR** from *governor*

Grad deletes **DUATE** from *graduate*

Gym deletes **NASIUM** from *gymnasium*

Hifi deletes **GH / DELITY** from *high-fidelity*  
 Hi(gh) res deletes **GH / OLUTION** from *high-resolution*  
 Hood deletes **NEIGHBOR** from *neighborhood*  
 Hype deletes **RBOLE** from *hyperbole*  
 Hyper deletes **ACTIVE** from *hyperactive*  
 ID deletes **ENTIFICATION** from *identification*  
 Inc deletes **ORPORATED** from *incorporated*  
 Info deletes **RMATION** from *information*  
 Intro deletes **DUCTION** from *introduction*  
 Itals deletes **IC** from *italics*  
 Jap deletes **ANESE** from *Japanese*  
 K-9 transforms the "CA" in **CANINE** into a "K" and adds "9"  
 Kilo Doc deletes **GRAM** from *kilogram*  
 Lab deletes **ORATORY** from *laboratory*  
 Legit deletes **IMATE** from *legitimate*  
 Limo deletes **USINE** from *limousine*  
 Lit deletes **ERATURE** from *literature*  
 Lo-cal deletes **ORIE** from *low-calorie*  
 Mag deletes **AZINE** from *magazine*  
 Max deletes **IMUM** from *maximum*  
 Mayo deletes **NNAISE** from *mayonnaise*  
 Med deletes **ITERRANEAN** from *Mediterranean*  
 Memo deletes **RANDUM** from *memorandum*  
 Mic (Mike) deletes **UMENT** from *microphone*  
 Mod deletes **ERN** from *modern*  
 Mode deletes **ALITY** from *Modality* and adds an "e"  
 Nam deletes **VIET** from *Vietnam*  
 OD deletes **VER / OSE** from *overdose*  
 Op-ed page deletes **POSITE / ITORIAL** from *opposite the editorial page*  
 Perp deletes **ETRATOR** from *perpetrator*  
 Phone deletes **TELE** from *telephone*  
 Photo deletes **GRAPH** from *photograph*  
 Photo Op deletes **PORTUNITY** from *photo opportunity*



Piano Doc deletes **FORTE** from *pianoforte*  
 Pop deletes **ULAR** from *popular*  
 Porn Doc deletes **OGRAPHY** from *pornography*  
 Prep deletes **ARATION** from *preparation or preparatory*  
 Priset deletes **VATE / OR** from *private sector*  
 Pro deletes **FESSIONAL** from *professional*  
 Promo deletes **TION** from *promotion(al)*  
 Psycho deletes **PATH** from *psychopath*  
 Pub deletes **LIC** from *public*  
 Q&A deletes **UESTIONS and NSWERS** from *questions and answers*  
 Recap deletes **ITULATE** from *recapitulate*  
 Rehab deletes **ILITATION** from *rehabilitation*  
 Rep deletes **PRESENTATIVE** from *representative*  
 Recoop deletes **PERATE** from *recuperate*  
 Roach deletes **COCK** from *cockroach*  
 Sarge deletes **ER / ANT** from *sergeant and replaces*  
     *the first "e" with an "a"*  
 Sax deletes **OPHONE** from *saxophone*  
 Sis deletes **TER** from *sister*  
 Special Ops deletes **ERATION** from *special operations*  
 Specs deletes **IFICATION** from *specifications*  
 Stats deletes **ISTIC** from *statistics*  
 Stereo deletes **PHONIC** from *stereophonic*  
 Sub deletes **STITUTE TEACHER** from *substitute teacher*  
 Sync (Synch) deletes **HRONICITY** from *synchronicity*  
 Taxi deletes **METER / RIOLET** from *taximeter cabriolet*  
 Techie deletes **NOLOGIST** from *technologist* and adds "ie"  
 Techno deletes **LOGICAL** from *technological*  
 Temp deletes **ORARY EMPLOYEE** from *temporary employee*  
 Tux deletes **EDO** from *tuxedo*  
 TV deletes **ELE / ISION** from *television*  
 Typo deletes **GRAPHICAL ERROR** from *typographical error*  
 Undies deletes **ERWEAR** from *underwear* and ads "ies"

**Vet** deletes **ERAN** from *veteran*

**Veterinarian** deletes **ERINARIAN** from *veterinarian*

**W(h)iz** deletes **ARD** from *wizard*

**Women's lib** deletes **ERATION** from *women's liberation*

**Yank** deletes **EE** from *Yankee*

**Zoo** deletes **LOGICAL GARDENS** from *zoological gardens*

## 90. Blend Words

Combined (and) shortened words—formally called “**portmanteau**” words— combine or blend two words into one. Usually, by deleting a prefix, a suffix, or one or more letters from one or both of the words they combine. For example:

**Brunch** deletes **EAKFAST** from *breakfast* and **L** from *lunch*

**Moped** deletes **TOR** from *motor* and **AL** from *pedal*

**Motel** deletes **TOR** from *motor* and **HO** from *hotel*

**Spork** deletes **ON** from *spoon* and **F** from *fork*

## 91. Words With Multiple Meanings

A “homonym” or “polysemous” word or phrase has two or more meanings. Two examples are “biweekly” and “bimonthly”. The “problem, challenge, and opportunity” is that assigning multiple meanings to one word confuses everyone and causes problems anyone can prevent by not using them. “Biweekly” means every two weeks, but it also means two times a week. “Bimonthly” means every two months, but it also means two times a month. Do not use either word. Specify “every two weeks”, “two times a week”, “every two months”, or “two times a month”.

Over the years, a few other words have come to mean more than one thing. For instance, “fluke” came to mean five different things. “The end parts of an anchor” (1560), a “flat fish”, a “flatworm” (1660), “one of the two fins on a whale’s tail” (1725), and the more common meaning, “an accidental stroke of luck, a chance hit, or a fortuitous consequence” (1857). The only way one can decipher what a contronym means is by examining the context in which it’s used. We cannot reform the English language. All we can do is hope that in each situation the context will reveal a questionable word’s meaning. From now on, let’s

do all we can to limit each new word's meaning to one thing or to things directly related to the new word.

## 92. Fully Appreciate Each Word and Each Moment

*Merriam-Webster.com's "Time-Traveler" section organizes words by the year they were first printed*

The most effective way to fully appreciate anything is by imagining you lost it. The most effective way to appreciate being alive and each moment is by imagining you had died. The most effective way to appreciate words is by imagining that words don't exist.

If, for example, some of the most basic words such as "no", "yes", "enter", "exit", "thank you", "your welcome", "excuse me", "always", "never", "stop", "go", "love", "hungry", "prevent", and others did not exist—life would be *chaos*. The number and the size of the problems not being able to say or write words and more so the most indispensable words would cause the 7 billion people alive today would be colossal. In that imagined situation, people could only communicate by making faces, gestures, and nonverbal sounds. And no society could function the way it now functions.

Only humans can talk and write words and use them to understand one another, usually perfectly, and to collaborate. Animals feel emotions and think, but they can only communicate nonverbally. Dogs, for example, can only bark, bite, gesticulate, or physically fight one another. And instinctively, insects like bees and ants and animals like beavers collaborate exemplarily.

What would your life be like if—like every animal—you could feel and think things—but couldn't say them?

## 93. Use Each New Word, Synonym, and Antonym You Learn

"Our speech creates our identity." — Sara Myers McGinty

"The limits of my language are the limits of my world".  
— Ludwig Wittgenstein

"You are your words". The biggest difference between people is their level of intelligence. And it's discernable by the quality and the

quantity of each person's words and phrases. Each time you start using a new word, you automatically add it to your *Personal Vocabulary*—the words that control more of your life than you may realize. Intelligent people are very (but not overly) talkative and make friends easily.

Compile your list  
of the 10 words  
you use most often.

In the coming days,  
keep adding  
a few more words  
until you compile  
your list of the  
*"The 100 Words  
You Use Most Often"*.

Stop and realize that every individual uses at least ten words often. Though compiling a list of each of the words the people you talk with most, such as the members of your family, your best friends, your classmates, and your coworkers, is unnecessary and too much work, write a list of at least "one word" each person you regularly interact with regularly uses when you talk with them. For example, my Uncle uses the word "Okay" a lot. When he says hello to my Mother on the phone, they both say "Hello, hello, hello" in a sing-songy way. Two phrases my Mother uses often are "I hope so", and "That's good". Famous people also have a word or phrase they are or were known to use often.

Learning new words is one of the wisest, most beneficial, and least expensive activities you can do in your free time because it makes you smarter, more powerful, and helps you win negotiations.

The words and phrases anyone knows hold much of their knowledge and memories of what they have touched, seen, heard, smelt, tasted, or experienced in other ways.

Another way to improve your life is to start using specific positive words and stop using negative words (except when necessary).

The more words you learn, the more different ways you can reword a statement to better express your thoughts to yourself and to others. The more effective you are, the more people like you, the larger

the number of people who appreciate listening to and reading what you wrote is, and the better you feel.

The more words you know, the more self-efficacious, confident, and happier you feel, and the better you can think. Each word you know is like a tool you can use to think, if you know more words, will you be able to think better? And if you think better, will you be able to avoid making bad decisions? And how much can a bad decision cost you, or can you benefit by making a good decision? The verdict is in, learn more words or live at a lower level.

Anytime you read a word you don't know in a book *you own*, write that word on the edge of the page where it's on, draw an *equals* sign and a question mark ( iconoclast = ? ) to remember to look it up. It takes seconds to look up a word in the *Merriam-Webster Dictionary* app or elsewhere. "Get into the habit of using dictionaries" (William Zinsser). Also download the *Etymonline.com* app to find out where, when, and how a specific word originated and evolved.

Say each new word and each new phrase you learn. Also write them—especially in your Journal and in the book you might have already started writing by only pretending to be writing it.

As you continue mastering words, anytime you think of one word for something—such as the word "change", your brain will automatically feed you all the synonyms for that word you have learned so you can choose the best one.

"Everybody is ignorant about different subjects". — Will Rogers

"We are all very ignorant, but we don't all ignore the same things.  
— Albert Einstein

To a large extent, what a person knows about any topic depends on how many of its words they know. Learning the words: esophagus, stomach, pancreas, liver, kidneys, gall bladder, small (thin and long) intestine, appendix, large ( thick and short) intestine, sphincter, and anus are just a few words in the fields of anatomy and medicine. Learning them will help you become more familiar with the organs in your body and will inspire you to learn more about the many things you can do to improve your health and live better.

Each new word you learn *and use* increases your knowledge and helps you in countless ways, such as when doing business. The people

who live better live better because they know more things and better ways they learned from their family, not at a school.

You live better today because, over the years, you've learned more words, phrases, facts, and better ways, and apply that knowledge.

I started writing this book by playing and pretending I was writing a book. Its first version was about 20 letter size sheets, folded in half and printed on both sides, it had four pages per/sheet, and its title was "Communicate Concisely". I printed it and gave it to my English Composition 101 students at Borough of Manhattan Community College (CUNY).

Little by little, one idea led to another, and I made sure to include the ideas I kept getting into each new edition of my book.

Since 2018, I expanded it to 150 pages. This edition has 180 pages. Then, I published a book, "7,000 Concise Alternatives to Wordy Expressions," which contains 300 pages.

To understand how much better it is to know more words and phrases, remember how you used to express yourself when you only knew half as many words and phrases than you now know, and compare it with how you feel, think, articulate, talk, and write today.

Knowing and using just one more special word or phrase will improve your life, and let you express yourself more precisely, thoroughly, unequivocally, and admirably. It will let you describe things more accurately and do things you could not imagine you would be doing but are doing in part or only because you learned that that new word or phrase existed and learned it.

Each new word or phrase you learn builds connections to the many neurons in your brain that store words and let you think better and faster.

Anytime an individual hears or reads a specific word, a part of their brain remembers every time they or someone else said or read it.

Just thinking a specific word or phrase or saying it to yourself can help you get going, perform a task better, or stop doing something you need to stop doing. For example, the word "quit" helps smokers quit smoking. The word "dehabituate" helps people stop repeating a bad habit. The phrase "lose weight" gets people thinking about losing weight and doing things to lose it—"Out of sight, out of mind", "In sight, in mind" (the words or things we see make us think of certain things and do them).

The phrases “stand erect” and “stand up straight” will help you sit or stand straight and make you instantly feel better. So, sit straight or stand straight right now.

How can anyone live not knowing and not endeavoring to learn more words? How did I live not knowing the words I have learned? Not knowing the words I’ve recently learned and not knowing the correct meaning of some words I thought I knew, I was underliving. Anyone who doesn’t keep learning words or doesn’t check to confirm that they know the “correct meaning” of some of the trickier words they know isn’t living as well as they could be. After you learn a new word, you might wonder how you lived without it.

An excellent way to get better at using a new word you learned is to use it in a sentence. That will let you see how it connects to or affects other words. Another way is to pick three new words and write a sentence that includes all three.

The biggest benefit of pretending you are writing a book is that, probably better than anything else, it lets you develop the marvelous and powerful ability to express with total precision precisely what you are thinking and to write your thoughts and do that confidently. It also gets you into the habit of articulating and writing your ideas and opinions in far better ways than if you were writing to only one or two individuals or only to yourself.

Though some new words initially sound awkward, the more you use them, the more familiar and pleasant they sound.

Like gravity, or like harvesting what you sow: “The more you write, the better you write” is also a law.

## **94. Certain Words Can Make You Feel How You Want to Feel**

Words are so powerful that the words you’ve heard or read today might have a lot to do with the way you are physically and mentally feeling right now. In fact, anyone can think of one or more words and have them help make that person feel the way they want to feel right now.

Because each person, place, or thing we think of, see, hear, taste, touch, smell, or remember influences us—you can also use your memory to “re-experience” how you felt at a specific time in your life,

how you felt being with someone, or how you felt back when you were in a specific place. To do that, think of that time, person, or place.

I also love to remember my Father, my favorite Uncle, my most loving Aunt, my Grandmother, one of my best friends, and other people who have loved me. I feel infinitely grateful to them. As good as they make me feel, I remember them often. Remembering wonderful people will remind you of the things you did with them and some the things you said to one another.

Use words to make you feel how you want to feel, write 10 words that describe how you feel right now. Then, write from one to 10 words that describe how you *want* to feel, such as:

|                                  |
|----------------------------------|
| 1. Protected                     |
| 2. Safe and at peace             |
| 3. Happy                         |
| 4. Healthy                       |
| 5. Liked, appreciated, and loved |
| 6. Satisfied                     |
| 7. Self-efficacious              |
| 8. Quick and gracious            |
| 9. Important                     |
| 10. Productive                   |

## 95. Learn a Foreign Language and Use It Often

Learning a foreign language broadens your horizons and possibilities, brings you into contact with people and cultures that are very different from yours, helps you appreciate diversity, and eliminates barriers that can cause fear and distrust.

The knowledge you gain as you learn a foreign language and how much you grow also lets you more easily empathize with others, be more tolerant, and be less prejudiced and less biased. It helps students



gain a deeper understanding of grammar and also improve their English language skills. Latin is an excellent foreign language to learn.

If you know a foreign language, use *Google Translate* to translate a specific sentence to that foreign language or to English to help you understand it better and perfect it.

In our global economy, many professionals work with clients and coworkers from different nationalities and communicate with foreign companies overseas. People who know more than one language have an enormous advantage.

## 97. Freewriting and Writing Extemporaneously

Freewriting has no rules or constraints. It frees everyone from needing to write statements in logical order or have them make sense.

Freewriting is the easiest and most effective way to warm up to write. It also encourages writers to ignore the rules of writing and lets anyone write anything they want the way they want to write it—including writing things out of sequence, things that don't add up, or make sense.

When freewriting or when not freewriting, it's okay for you to write something you think is “garbage”, because *you can always delete or reword* anything. Freewriting also gives you total freedom to vent some of your deepest feelings—including those you might be suppressing or repressing. Writing that freely can help you see some things you wouldn't have seen if you did not freewrite. Sometimes, for example, within let's say 100 words you wrote, you might spot an idea or a sentence you wouldn't have written if you hadn't freewritten something you or someone else might have considered “garbage”.

Because the goal of freewriting is to warm up your entire writing apparatus—your brain, your eyes, your neck, your shoulder, your arm, your hand, and your fingers—freewriting gives everyone much more freedom than most people probably think. Because unless you want to, you don't have to write words. You can draw any type of line, straight or curvy. Draw circles, squares, triangles, cones, cylinders, clouds, stick figures, dots, dashes—anything. Draw anything anywhere on the page and in any size until you're ready to draw letters, form words, and make a statement.

And because freewriting's only requirement is that you write, after you make some marks with your pencil or pen on a paper, the words you start to write need not be connected to the previous or the subsequent word or make sense. It doesn't matter! It's all up to the person who's freewriting. That frees you to write any word that pops into your head—one after the other. But if you're not sure if you should show someone something you wrote, don't show it to them because people are easily offended. Be extra careful who you show what you wrote to. *"When in doubt, leave it out."*

Freewriting is fundamentally an art form. And anyone who creates a work of art is not obligated to meet anyone's—including their own — expectations. Freewriting's first expectation is *to get people moving their pencils or pens on paper.*

Art can be "anything", such as beautiful, ugly, sensible, sensical or nonsensical. Art's impact is unpredictable. Any new creation—be it a book, website, movie, design, or product—might initially seem odd or controversial and fail, or it might be deemed marvelous and become indispensable to millions of people and sell like hotcakes.

Nonetheless, also take into account that anyone can apologize for having said something and announce that they "take back" a word they said, but no one can ever "undo" having said something. No one can "fully retract" anything they said. What was said was said. "The fish dies through the mouth".

Time and a myriad of interactions older people have had taught them "how people *really* are". Human beings are dangerous and mostly unpredictable. In "The Prince", Machiavelli wrote that men are "scoundrels" who break bonds, agreements, or contracts "whenever" doing so is to "their advantage". Others say, "Human beings are fundamentally animals or savages", and "There are people, and there are animals". So be very careful about what you say to anyone and to whom you show what you write.



## **98. Write to Only Please Yourself—When You Can**

The beauty of writing is that in the same way each individual can choose what they think about and how they think about it, each individual can write anything about anything they want to write about and write it in any way they wish. So, only write to please others when you have to or need to do so, such as when you write a school paper, an article for a publication, or a book.

Though each human being has the great privilege and freedom to think what they want to think and interpret each thing the way they choose, the people, things, and places to which each person exposes themselves often wind up having a disproportionately large influence over how they feel, think, and act. Therefore, to be the master of your life, as much as—in your particular situation—that is possible, carefully choose the people and things you expose yourself to.

Choose wisely which newspapers, magazines, books, YouTube videos, radio or television programs, and movies you expose yourself to. The fewer, the better.

Everyone writes to please themselves and should relax and enjoy doing it. William Zinsser calls that “writing for an audience of one.” Doing that can help anyone write uninhibitedly, boldly, fearlessly. H.L. Mencken wrote for himself, not caring what readers thought or being afraid of being attacked”. H.L. Mencken was a controversial journalist and one of the harshest critics of American life. He also influenced U.S. fiction through the 1920s by publishing his funny but combative and fearless opinions. Especially his attacks on the middle class.

In 1919, he published "*The American Language*", a landmark and delightful and thorough book containing almost every American expression and idiom of the time, including slang, in 374 pages. Mencken argued that American English was more colorful, vivid, and creative than British English. It is. The book attracted instant attention and sold 1,500 copies in less than 2 years, making him the leading authority on the American language. In 1945 and 1948, he published supplements, raising the book's total pages to 482. In 1989, his (personal) diary revealed he strongly did not like Blacks or Jews. When the concentration camps were discovered, he remained silent.

## 99. Keep a Journal and a Thought Log

**Writing is the heart of the scientific process. It lets us register, organize, and track each detail or change**

“We write to taste life twice, in the moment and in retrospect ”.  
— Anaïs Nin.

Though as we experience each moment and interact with people we don't always realize how precious those moments are, and though it's impossible to write an account of every moment, it's beneficial to

write the exceptional ones to years later read what took place and reexperience it.

Writing allows you to capture, refine, and share your thoughts. Some thoughts lead to other more fascinating and more helpful thoughts. For maximum accuracy, handwrite, type, voice type, or audio record your account of the things that happen or that you do and the emotions you are feeling—if possible, as things are happening, or as you are feeling an emotion, or as soon as possible. The longer you wait to document an event, the more details and nuances you will have forgotten.

Anyone who writes is “a writer” If you’re writing a book, novel, or comic, or only pretending to be writing any of those things, include descriptions of some of the most interesting things you did, that happened to you felt or saw. Readers enjoy having someone tell them things. Of course, fiction gives writers the freedom to invent events and any other thing.

Writing daily for about five years, I’m writing better than I ever dreamed I would write. Being able to write things exactly how I want to say them is one of the greatest pleasures .

If after writing daily for some time you fall in love with writing, you might find yourself writing about *almost everything* that happens to you or that you do. But not to waste time, avoid writing “everything”. Instead, *articulate some things mentally*—silently. And develop your ability to figure some things out mentally, silently, without writing them. However, when what you need to figure out is complex, write at length about each element and each person in a situation. The more details you write about each person, place, or thing, the more accurate your thought process is and your conclusions will be.

Along with drawings, photos, videos, and audio recordings, your Journals and Thought Logs become priceless *time capsules* that let you review and remember how differently you thought, spoke, and wrote. In time, you can read your journal entries and compare how you wrote them to the way you will be writing when you read them in the future. Also reword some of your journal entries to get better at making sentences concise.

To track your best thoughts and the good or bad consequences a specific thought produced, keep a *Thought Log Section* in your *Journal*. To quickly access them in the future, email your thoughts and journal

entries to yourself. In the subject area, write a title, and—after the text—include an access code, such as "TL1" for Thought Log or "J1" for Journal.

## 100. Pretend You're Writing a Book and Publish It For Fun

When you write to many people, you write far better than when you write only to yourself. Your book is an extension of you and reflects who you are.

Merely “pretending” you’re writing a book is one of the most effective and fun ways to help anyone write better because it gets you into the *habit* of writing as if each day you were writing to thousands or millions of people. It also lets you improve your ability to articulate and compose ideas and reword phrases or sentences so you will express them optimally. The more you do that, the better you will get at telling large numbers of people what you want to tell them. So, relax, and in your book, “say what you want to say” (William Zinsser). “Nothing animates writing” as much when a writer says what he or she really thinks and says it his or her way”.

People write best in the “first person” because writing is a one-to-one asynchronous interaction between two people. Use “I”, “me”, “we”, and “us” (William Zinsser). “There’s only one of you. Nobody else thinks or feels exactly the same way you do.” So say things and write things the way that they come to you and out from you.

Also, decide in what capacity you will address your readers—as a new friend, as a newspaper reporter, as a social commentator, as a storyteller, as a fellow concerned citizen and taxpayer, as a political candidate, as a philosopher, anonymously, as a comedian, etc.

Be extra careful not to switch from writing one way to writing another way. Don’t write like an authority and an expert on a topic, then start clowning around and being funny. Don’t write formally, scientifically, and impersonally, then switch to writing informally. Don’t start writing using simple words, then start sprinkling in Ph.D. words. Don’t write concisely, then wordily—or vice-versa. It’s normal for any writer to make those shifts in their first drafts. But as you keep editing, rewording, and rewriting your paper, look for those shifts and other *inconsistencies*, and when you see that you zig-zagged from one writing

style or tone to another—revise it to match your audience and make it all *consistent*.

“You get what you give”. Each type of word, and every single specific word—be it short, complex, scientific, formal, informal, or slang—gives its users certain advantages or can lead to certain disadvantages and some partially or fully predictable consequences.

It’s extremely helpful to, one day each week (or every two weeks), not to turn your computer on and just rest.

Pretending you’re writing a book also makes you start doing a series of things you wouldn’t do otherwise. Such as asking yourself certain excellent new questions, thinking, and planning what you’ll be (pretending to be) telling a very large or hopefully millions of people each time you write. It’ll also get you into the excellent *habit* of searching for the exact words or phrases you need to do that, inspire you to learn more words to express your ideas and their subtleties best, let you start using and developing your “writer’s voice”, and make you see yourself as an author.

All those things will make you feel much more important, boost your self-concept and confidence more than you may have ever dreamed, and inspire you to read, research, study, and learn more—including *learning one new word each day*. That might inspire you to start learning a foreign language or continue where you left off.

Your book’s manuscript will be like a canvas and a haven where you can write, assemble, and articulate your thoughts better and more precisely to perfect your ideas and your writing skills and inspire yourself and your readers. Like a snowball rolling down a hill, your compilation of your ideas and opinions and other’s will get bigger than you may foresee. Track those things by emailing each one to yourself. To easily access them, include a keyword or code word such as “to intro” or “tointro”, or “no1” (for “novel 1”), and a symbol—such as the copyright symbol “©”.

Knowing many people might read what you’re writing to them will get you into the *habit* of articulating anything in any situation much better.

Write about anything you want, and say whatever you want to say, using any words whatsoever that you feel like saying—especially because you know that you will always be able to edit anything you



wrote and be able to filter out and delete anything you are not sure you should publish. Always remember, “*When in doubt, keep it out*”.

Give your book any title you want, and know that probably every author changes the title of his new book many times before publishing it. Keep perfecting your manuscript, and *just for the fun of it*, publish it on Amazon KDP.

Writers no longer need to convince a publisher to publish their books. Amazon KDP (Kindle Direct Publishing) now lets you easily publish as little as one copy of your boo. Just upload your manuscript’s pages, a cover, and a back cover spread to the KDP website. Each book costs about \$5.00 plus shipping.

About five years ago, I started writing this book’s precursor, “Speak and Write Concisely”, by playing, by pretending I was writing a book, but wound up publishing it, and that transformed my life. It showed me that I could actually do some things I had thought I could never do—or didn’t know I could do.

The ideas and some of the writing techniques I compiled in this book came to me one at a time every few days and typically at the most unexpected times and places. The joy I feel writing, my exemplarily healthful diet, “perfect” digestion, and showers put me in *the perfect state*. So, I got many ideas while showering in that state. Many ideas led to other new ideas I am using *right now* (such as the “Write One Sentence on a Separate Line” method) to help me perceive and feel things, think, articulate, speak better and write better, and live better than I ever hoped to. *Especially this soon!*

The more you write, the more you become one of your favorite writers. Writing your “Journal” pretending you’re writing a novel in the third person where you are the protagonist—the hero—is another pretend method that will get you writing better and *might* even put you on track to writing your first novel. Nonetheless, it’s highly likely that the things you do and that happen to you are in some ways more important or more fascinating (to you at least)—or as worth writing about and telling people about—than some of the things some fictitious characters do in a novel or a movie. Best of all, the things you do are real.

## 101. Keep Your Spine Aligned

Aligning your spine removes all the obstructions your nerves would have encountered and lets your brain send messages and commands to every part of your body

|  |
|--|
| 1. Standing with the rear bottom of your hips resting on the edge of a kitchen countertop, <i>slowly</i> begin tilting your head back, thoroughly relaxing your neck, shoulder, and upper back muscles |
| 2. Slowly, gradually, let your head fall back more and more to a position in which you continue feeling comfortable  |
| 3. After one minute or sooner, slowly and gently lift your chest and thrust your ribcage forward   |
| 4. With your upper arms close to the sides of your torso, flap both “wrists” about 2 inches up and down  |
| 5. If your spine is unaligned, you will probably only feel a need to gently crack your neck (slightly to the left or right)  |
| 6. If your neck or spine feels like it wants you to crack it—crack it gently   |
| 7. Flap your wrists again  |
| 8. It usually takes about seven flaps for your neck to feel like it wants you to “gently” crack it again   |

## 102. Write Sitting on the Most Comfortable Chair

Because writing takes a lot of time, everyone sits to write. And because everyone writes best when they are sitting on the most comfortable chair, it’s smart to buy the most comfortable chair you can afford. Design your writing workspace and write in it.

## 103. Always Remind Yourself to Sit and Stand Straight

**Make each step you take an opportunity to walk as straight as you can. Also sit straight**

Standing or sitting upright instantly also adds 2 to 3 inches to anyone's height! Every healthy human being can stand or sit completely straight, but they don't happen automatically. To partially defy gravity, each individual must consciously choose to defy it. So, at each moment, each person slouches, sits, stands, or walks erect because they chose to.

After we become conscious of how beneficial sitting and standing straight are, we remind ourselves more often to sit or stand erect.

How we sit or stand are habits. Most of us are in the habit of not standing erect and in the habit of slouching. How you feel, think, and stand, or sit are interconnected. Each one influences the others.

To write well, you need to feel well, and sitting or standing erect goes a long way toward making you feel well. Accustom your body to sitting, standing, and walking erect.

Nonetheless, I have some amazing news for you. It's that an almost magical way to let you or anyone always sit or stand straight exists. That way is by *making believe you have "already" been sitting and standing straight for one month. Yes. Making believe you "already" accomplished certain specific goals* lets you "defy reality" by using one part of your brain (probably the conscious brain) to fool the rest of your brain (probably the subconscious brain) and lets you live the way you would be living only after—but as if—you had "already" completed all the required steps that let yourself function in a specific way you desire.

Once you apply that method and accept that you have been walking straight for a month, slouching will feel foreign, it'll feel like something you would never do—so that makes you stop slouching. And if you ever found yourself slouching, you would feel bad. Another wonderful thing about (fooling yourself into) believing you have "already" been sitting and standing straight for one month is that it installs an *alarm* in your brain that rings anytime it detects that you are not sitting, standing, or walking erect.

## **104. Everyone Usually Misremembers the Details of What Happened**

Scientific research confirms that our emotions and cognitive biases dominate how we process information and interpret things, and remember events, often causing us to misremember—thus distort—how we remember things. “Misremember” means to remember incorrectly. “Disremember” means to forget.

Time also makes us forget many of the events we lived through and tends to distort how we remember them and sometimes the order in which they took place.

Even when you do your best to remember a thought or a specific event the way it happened without getting things mixed up or backward, you might not remember it accurately or forget a crucial word, quantity, or other fact.

The easiest and most reliable way to record your more important thoughts and experiences is to describe them by talking into a speech-to-text app, write, audio-record, or video-record the key facts or the most important things you are experiencing or experienced perhaps minutes ago.

Keep the above in mind each time you interact with other people, and do not concern yourself too much with the details of what’s taking place because—though at the time they seem crucial—the people you interact with will most likely *not notice* some things you might feel certain they would notice, or—if they remember them—remember them *differently*.

# ENJOY PERFECT HEALTH AND HAPPINESS

Life and Creation are perfect. Almost every human being who is not physically or mentally challenged is perfectly structured and perceives, feels, thinks, and functions perfectly.

The phrase “Heaven is within you” is from “The Bible”. It’s true and it works. “Heaven is within you”. “You were born and are, complete”. Heaven, paradise, and perfection are not outside of you. Though falling in love does feel heavenly, you don’t need to buy a new car or a house, start a romance, or participate in sex to feel those peak states—you’re already perfect.

Success and happiness are essentially a mechanic, thus a mathematic process. By understanding and applying all the things I am explaining to you in this book, you will be able to write better, speak better, think better, and doing those things better you will achieve what everybody wants: perfect health, to always feel happy, and to live perfectly.

The saying, “Life is not a dress rehearsal” is also true because it’s intelligent and wise not to wait to die and be admitted into Heaven (a place there’s no way to confirm exists) to live perfectly and always be happy.

Only as we grow older do we realize how magnificent Life, Creation, and human beings are. Each human being is a marvel of Creation, and only God—the Supreme Intelligence, can create us.

We can walk, talk, and move in an infinite variety of ways and at different speeds. We can think, imagine, and visualize things that exist or don’t exist and build things.

All human beings are fundamentally identical. And like the vast majority of human beings, you are probably also complete, not missing any parts, and *physically, mentally, and structurally perfect*! Though the notion of living perfectly means different things to different people and certain notions of living perfectly might seem unattainable, anyone who takes the required steps can live perfectly. I say that because I have taken them and live perfectly.

Though any day, at any time, you or anyone could feel sick, feel a physical or mental pain, have an earache, a sore throat, have accidentally cut yourself, fallen, been in a car crash and broken bones, or be in the hospital—instead, we usually feel perfect because each one of us is perfectly structured and functions perfectly.

Though certain problems and challenges can make anyone feel unhappy, we can use them to develop our problem-solving skills and thrive.

“Smooth seas never made a skilled sailor”.

—Franklin D. Roosevelt

“In life, there’s always a solution.”

One of the first steps and keys to living correctly and being happy is to go to bed early. Benjamin Franklin gave us the best formula: “Early to bed, early to rise, makes” a person “healthy, wealthy, and wise”.

To enjoy perfect health, live perfectly, and be happy all the time are excellent, realistic, and attainable goals. And though some people are enjoying those three marvelous states, and some are also enjoying many more wonderful things, and though I wish the situation were the opposite, I continue seeing that in the perfect Creation we live in, most people are used to doing things the hard way and keep doing things that way, and expect to keep suffering. And I keep seeing that most people—at least in the Western hemisphere—also live waiting to die, go to Heaven, and “start” being happy there, not here. In a YouTube video, philosopher Alan Watt says that concerning religion, “They made it all up”. The likely truth is that concerning God, no human being knows a single fact. Everything people, including I, say about God is conjecture.

## PSYCHOTHERAPY

As much as I’ve learned about living and about living perfectly, and as perfectly as I apply the ways that help me live in ways that are perfect for me, like some other people we easily criticize, the surprising truth is that, illogically and irrationally perhaps, I am also “still” in the habit of—usually without realizing it at the time—doing a few things incorrectly, the wrong way, or worse . . . *the hard way*. Nonetheless, I work hard at identifying and correcting that flaw, and I continue to improve.

The most effective and sometimes or usually the only way to identify the wrong things and the things you are doing wrong—but can’t see that they’re wrong—is to have some other human being, a professional, specifically a “psychotherapist,” help you see them. Psychotherapists are trained to do that, and they know how to give their patients excellent and extremely helpful professional advice. People need to get help from a professional counselor or a psychotherapist because individuals are simply unable to see that something or some things they are feeling, thinking, and doing are incorrect. It is also necessary to see a professional because no friend or family member can advise you in a disinterested way because everyone has their own interests, and their interests might conflict with yours. Whereas professional counselors are impartial.

## GOD CREATED US TO FEEL HAPPY ALL THE TIME

Each person is a world and will interpret and react differently to the notion of living perfectly and always being happy. One woman told an audience: “I had a perfect childhood till age seven and was always happy. After all the ups and downs of growing up, earning a living, getting married, and raising a family—all of which close to evaporated the notion of being happy all the time in me, the second time in my life I came across the notion of always feeling happy was when I saw an older Black woman in Grand Central Station in New York City walk into an uptown number 6 subway car holding a book titled “You Can Be Happy All the Time”. The author’s daring and, as far as I know, unheard-of idea, and seeing that that woman was reading his book resonated in me, and I instantly agreed that the author was correct. I soon realized that the way everyone is always hoping and striving in every way to feel, it is possible to *be happy all the time*, and that I might be able to and should start working towards also being happy all the time, did, and am finding ways to be happy for longer swaths of time, and also keep trying things, such as new foods, or new people, that will make me happy or happier.”

## GOD CREATED US TO LIVE PERFECTLY

“You reap what you sow”. The Golden Rule: “Treat others how you want them to treat you”, “Forgive those who know not what they do”, “You get what you give”, “Violence begets violence”, and the many otherwise time-tested quotes that guide intelligent people’s lives are like mathematics and the scientific method—true, unchanging, and 100% reliable anchors to live correctly, thus perfectly.

Unless someone or something manages to stop you, by applying the suggestions I am sharing with you, plus as many wise sayings as you can find and apply, and by circumventing obstacles, negative, and toxic people and persevering, you will most likely easily succeed and enjoy perfect health and happiness. It’s plain to see, hear, smell, touch, taste, and otherwise perceive and experience that God created Creation to *make it easy* for everyone to succeed and live perfectly. If you are not living perfectly, it might be because you have not taken your consciousness to the point where you conceive and accept that it is possible to do each thing perfectly and live perfectly. In other words, you expect less than those things and may think they are not possible. But I assure you with every cell in my body that they are and that I am

living perfectly. Naturally, we all go through highs and lows, but overall, and usually, I am living perfectly. Another reason someone might not fully accept the notion of living perfectly may be because the idea is anathema to the so-called conventional wisdom. A type of wisdom that some believe is conventional stupidity. But, to each his or her own.

Every one of us can see, hear, smell, and perfectly perceive anything we touch. Every one of us can think, imagine, foresee, and remember! Those God-given abilities are Divine. Each thing, starting with our life and each day, is an immense gift from God. But so few people stop to think and are able to accurately appreciate God's gifts.

By applying the suggestions I am sharing with you here, you will be able to succeed and thrive. Not applying them would be one of the biggest mistakes someone who reads this book can make because sooner than they probably expect, they would be putting themselves on the road to suffering continual and gradually increasing pain.

They will usually not feel the pain immediately. They'll start feeling it little by little, slowly, till at the stage when no one can return to their younger years and live correctly, aside from taking painkillers and the like, there is nothing an older person can do.

The wise saying, "You reap what you sow", summarizes the sad situations that, so regrettably, the majority of the people in our extremely successful and wealthy nation are right now repeatedly and consistently creating for *themselves*. It seems that so many people cannot foresee the consequences of what they are doing to themselves, or if they do (like people who smoke, for example) are unable or unwilling to make the necessary corrections. That keeps some intelligent human beings living in what can be called hell.

## YOU CAN DO EACH THING PERFECTLY

Prevent pain by doing things correctly today. Start by thinking about the best direction to go in and live in. To escape misery, at the very least, you need to *eat healthy and exercise*. There is no going around that because God designed life and all living beings for us to eat correctly *and* exercise. Cats intuitively exercise.

Otherwise, you'll gain weight, which will become more difficult to get rid of as you get older. And if you make the big mistake of becoming obese, you will become *a prisoner inside your own body*. And your muscles, your brain, and the rest of your body will continue to atrophy.



From 2017 to 2020, “obesity among U.S. adults 20 years of age and over was 41.9%, and severe obesity was 9.2%. More than 100 million adults are obese, and more than 22 million adults are severely obese (CDC.gov). And those percentages keep rising.

## WHY INDIVIDUALS FAIL

Though it is best to speak and write the truth, you must always be extra careful not to say or write something that might offend someone.

Though there is no reliable data on the reasons the overwhelming majority of people fail in life, and each case is different, one researcher suspects that it might be because their parents did not take the time to learn the facts about how to stay in perfect health, live correctly, succeed, and be happy—and that prevented them from being a good example for their children. Consequently, those people and their children wind up (or “wound down”) “living lives of quiet desperation”, as Henry David Thoreau wrote in 1849. And the fact that their children keep transferring their mistaken ways to their children might help explain why most children of educated people succeed, but most children of uneducated people fail. A New York Times article titled “A Dumbed Down Democracy” says that “at least 30 million American adults cannot read” and that we are in an “epidemic of ignorance” (2016).

In different ways, such as how physically fit an individual is, how they speak, what they speak about, how they speak, who they associate with, and how they treat people, unknowingly or intentionally, most people reveal how *happy* they are, and either way, that’s pretty easy to see. Some researchers posit that many people do not know that the reason many people are unhappy might be because the unhappy people were not sufficiently loved when they were children. One reason some researchers think caused parents to not give their children the attention and love they need is that, especially after World War II, Americans have been working too many hours and not giving their children the amount of attention they need. What else contributes to producing so many unwanted, or insufficiently loved, or unloved children?

The author of a stunning graffiti painted in Spanish across the street from a large public market in a South American capital city shed

light on that still seemingly uncorrectable problem by spray painting: *“Señoritas putas, por favor dejen de tener tantos hijos”*, a shockingly honest statement which translates to: “Dear young prostitutes, please stop having so many kids”.

Part of the solution to that ever-present and seemingly incorrigible problem might be to realize that one of the things that propels most people everywhere to reproduce with the wrong person, and often years before they are ready, is the overpowering human sex drive in young people, who, like all animals, are unavoidably subject to it.

The other known part of the solution is to be smart enough to *always* use contraceptives, usually a condom, which, when also used after inserting a contraceptive cream into the woman’s vagina, “almost always” work. However, a 100% reliable contraceptive does not exist. And “If something can go wrong, it will.”

One of the main reasons millions of people in the U.S. and billions of people around the world do so many stupid things is because they are continuously intoxicated or intoxicate themselves by eating intoxicating foods, drinking intoxicating drinks, smoking cigarettes, drinking alcoholic beverages, beer, or using drugs.

It’s shocking but true that—intentionally or unknowingly—almost everyone is letting other groups of people, usually businesses, intoxicate them or are intoxicating themselves by smoking, drinking alcoholic beverages, sodas, or drugging themselves.

Almost every soda is sweetened with “aspartame”. One source says 70% of all the complaints the FDA receives are about aspartame.

## CONSUMERS POISON THEMSELVES

Board-certified neurologist Russel Blaylock says in one of his eye-opening YouTube videos that some of society’s leaders are creating “two types of people:” Those who are smart enough not to poison themselves or let others poison them. And those who are not able to realize that they are being poisoned every day by the foods they choose to eat.

Anytime someone has not been shown how to fully appreciate life and its wonders and also does not feel perfect and thrive, though perfect health is automatic (unless the person is doing or letting others do something to them to block it), it’s usually mostly because those

individuals are inhaling, eating, or drinking the large number of poisons that are intoxicating and weakening all of us.

Another key reason is that though the U.S. Government is the best in history, its leaders have not implemented sufficient ways to always protect everyone in the nation from secondhand cigarette smoke. Thus making secondhand cigarette smoke the number one intoxicant we are all forced to inhale close to daily.

Also, the food manufacturers add excitotoxins (such as MSG and aspartame) to make the foods they produce and sell irresistible. But when a person takes the time to learn to differentiate between the many different ingredients manufacturers add to foods—and it only takes about one hour to do that—they would not buy intoxicating foods or drinks and be in perfect health because . . .

### 105. Perfect Health is *Automatic!*

Perfect health is automatic because—nonstop—your subconscious mind controls your body and brain to ensure each cell in your body always heals and restores itself back to the normal state, which is perfect health.

Creation, the Life Force, and the Life Process it drives, and every cell in every healthy person’s body and brain are perfectly structured and function perfectly.

| EAT FRESH HEALTHY FOOD   |
|--|
| <ul style="list-style-type: none"><li>• Do not combine a starch and a protein in the same meal.</li></ul>  |
| <ul style="list-style-type: none"><li>• After eating a fruit—wait 1 hour to eat a different type of food. After eating a starch—wait 2 hours. After eating a protein—wait 3 hours to eat a different type of food.</li></ul> |
| <ul style="list-style-type: none"><li>• Never eat a food that made you sick</li></ul>  |
| <ul style="list-style-type: none"><li>• Eat foods that you know you easily digest</li></ul>  |
| <ul style="list-style-type: none"><li>• Don’t eat foods that you know do not digest easily</li></ul>   |

- |   |
|---|
| <ul style="list-style-type: none"> <li>• Eat foods that help you have perfect daily bowel movements</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Keep a record of how easily you digest specific foods</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Buy an “Enema Kit” and rinse your colon in your bathtub with water once every three months, or pay a clinic to do it.</li> </ul> |

Each person’s “trillions” of cells work perfectly and let each person easily think, do each thing perfectly, and feel happy for extended periods of time and preferably all the time.

“To err is human”. It’s normal for any human being to occasionally commit an error, such as eating a food that makes them feel sick.

Only certain cells in the bodies of individuals who were born with a physical or mental challenge, or who have made themselves sick by eating foods they must not eat, or did some other thing no one must do—will *not* be working imperfectly.

Anytime a person is not thinking clearly, feeling sad, feeling sorry for themselves, confused, powerless, or in the worst case, feeling worthless and probably also doing some things shoddily or stupidly, it’s usually because something physical or mental caused that person to feel and act or react in a negative way. To feel happy, a person must be in good health. A sick person cannot feel happy.

Be very cautious because for different intentional or unintentional reasons certain corporations add specific substances that are poisons to the air, the public water, and to the foods we buy and eat. Also be very cautious what you expose yourself to in the media. Some of its contents is extremely toxic.

## **EACH DAY, SECONDHAND CIGARETTE SMOKE IS KILLING 115 AMERICANS**

The cigarette smoke smokers knowingly or not force everyone to breathe every day is a poison and makes everyone feel sicker each day. But so few people have figured out and know that *secondhand cigarette smoke is one of the key poisons that are sickening everyone each day.*

It seems that perhaps the majority of smokers are not aware that each time they smoke, they inhale 7,000 chemicals, and that each year

in the U.S. those chemicals are killing 480,000 smokers and 42,000 people who do not smoke.

When doctors perform an autopsy on people who have died after years of inhaling secondhand cigarette smoke, they always find that their blood cells contain “cotinine”. The only source of “cotinine” is cigarette smoke.

The CDC Center for Disease Control’s website informs everyone that among adults in the United States, *“Exposure to secondhand smoke is killing 41,000 people each year —7,333 from lung cancer, and 33,951 from heart disease.*

<https://www.cdc.gov/tobacco/secondhand-smoke/health.html>

“Laissez-faire” is the policy of letting things take their own course without interfering with others’ actions. In economics, it is when a government’s policy is not to interfere in the workings of commerce, Laissez-faire is one key U.S. Government policy.

Though on its many websites the government posts all the “facts” about the harm chemicals are causing, it is not protecting the public from second-hand cigarette smoke nor from the many other harmful to deadly chemicals businesses dump into the air, the fluoride that municipalities add to the public water, and the harmful chemicals food manufacturers add to the food and the drinks people buy.

Though cigarettes contain thousands of deadly and mind-and-body-altering chemicals and their smoke makes everybody sicker each day, overly busy and distracted, almost everyone has been fooled into accepting secondhand cigarette smoke as a key component of the ugly but unchangeable reality we live in, and not complain about it. F.G. Bailey wrote in his brilliant book, “Humbuggery and Manipulation: The Art of Leadership”, that the overall condition human beings live in is very messy (1988).

It’s also baffling, in part because though everyone wants to be loved and love, succeed, live well, be happy, and thrive, and despite the abundance of extremely helpful and often easy-to-apply information that has been proven to work and is available from so many sources, few people look for that readily available information, read it and apply it. That appears to be one of the main reasons most people do not succeed, and many people “fail” in life, slipping into a downward spiral

and confirm Thoreau's revelation that most people "live lives of quiet desperation" and suffer the pains of failure.

## 106. Inhale Fresh Air and Get Some Direct Sunshine

The more fresh air you let into the room where you are writing or working, and the more stale air you get to exit that room, the better your brain functions, the better you feel, and the better you think, talk, write, or work. Yoga teaches that the air has "prana"—the *life force*. Air gives you strength.

Your body and mind need clean, fresh air, and sunlight. Exposing your skin to the sun is healthy. That's one reason why when the sun is shining everyone feels great, but when it's cloudy, they don't feel as good.

Take regular breaks from writing. Go outdoors. Get some fresh air and sunshine. They will revitalize you, as will exercising.

## 107. Physical Exercise Cures and Revitalizes

**"Our remedies oft in ourselves do lie, which we ascribe to Heaven."**

— William Shakespeare

Exercise releases various chemicals into your brain and body that make you feel stronger and smarter, lets you move easier and faster, and makes you feel happier, more relaxed, optimistic, confident, and self-efficacious.

Not moving atrophies your body and brain. Physical exercise enlivens and strengthens you and makes you want to move more and faster. It releases chemicals into your brain and body that make you feel happier and healthier and let you think better. It also keeps you young and rejuvenates you. What really determines your age is how much and how often you move.

Though doing physical exercise may seem disconnected from writing, it goes hand-in-hand with writing because the better condition you keep your body in, the better your brain functions, and the better

you think and write. Mainly because the better condition your cardiovascular system (your lungs, your heart, and your circulatory system), every one of your organs, your nerves, and every part of your body, especially your brain is in, the better you feel, think, reason, write, and function. Exercise also increases your appetite and makes food taste better!

## 108. Never Again Eat a Food That Made You Sick

### **Nutrition is the first step towards physical and mental health**

When you're in perfect health, you function at 100% of your capacity, and also think and write best.

An error some people keep committing sometimes, but an intelligent person is careful not to repeat, is eating or drinking something that made them sick.

To prevent doing that, in your Error Log, write how a specific food you ate or how a specific liquid you drank made you feel. *"Don't eat foods that make you sick"*, wrote Jethro Kloss in his must-read book, *"Back to Eden"* (1939). Because anytime you feel sick, you cannot think, talk, or write correctly, it's crucial for you only to eat "foods that you know do not make you sick", and only to drink liquids you know do not make people sick. Alcoholic beverages, including beer, intoxicate and make people sick. To be certain which foods or drinks made you feel good and which made you feel bad or sick, every time you eat or drink something that makes you start feeling sick, write in your Error Log specifically how that specific food or drink made you feel. Including the details to help you remember to *never again* eat that food or drink that drink. The human memory changes things, and we often remember things differently. If you do not write those things, you can easily forget that a specific food or a drink made you sick, or which food or drink made you sick, and repeat that error.

Not eating foods or drinking liquids that make you sick, eating only fresh foods, eating foods (or combinations of foods) that digest easily, not foods that inhibit digestion, and doing physical exercise are the most proven, empowering, rewarding, easiest, least expensive, and fastest ways to stay in perfect health. Perfect health is the body's natural—thus default—state. It's also important to relax and rest before you eat, while you are eating, and after you eat. It's best if you have the

luxury to take a siesta after eating because resting lets you use more of your blood to digest the food you ate.

Some foods or drinks strengthen and cure you; others sicken and weaken you. The connection between the food you eat and how you feel is as direct and works the way a bicycle's pedal moves the wheel. In his book, "Brain Wash", Austin Perlmutter, MD, explains how what you eat affects how you feel, see, and perceive the world.

Many natural nutritionists also advise everyone not to *add salt or sugar* to their food. Though it takes about a month or more after you stop adding salt to your food to fully develop your ability to taste *the uniquely delicious taste each food has*, it's best to not add salt or sugar to food and start becoming more sensitive to the subtle, sublime flavors of each fresh food. Instead of salt, add garlic, ginger, onions, herbs, and other condiments to spice up the food you cook at home to not eat out.

Food companies continue to incrementally add increasing amounts of sugar and salt to certain foods. So much that when those who make the mistake of eating those unhealthy foods eat them, natural food tastes close to tasteless. Conversely, those of us who do not add salt or sugar to our food start tasting tastes you cannot taste when you regularly eat foods to which salt, sugar, or both things have been added.

Never eat an animal or fish, all fish have ingested mercury. Don't eat any dairy products. Do not drink milk. Milk is for calves. "No dairy", Dr. Kall Sellers told us in Vilcabamba, Ecuador, back in 2009. People lived to 120 years of age in that town. Eggs, quinoa, beans, and nuts are excellent sources of protein. No one needs to eat meat to get protein.

Fruit juices are the healthiest and most instantly energizing drinks. Many times each day, I cut a few oranges or tangerines in four and suck their juice. Eat plenty of fruits for breakfast. They also work wonders for your digestion. Sweet plantains also help. Green leafy vegetables, especially bok-choy, also facilitate digestion.

## **109. Track How Easily You Digest, Then Excrete a Food**

One of the most reliable ways to find out or confirm whether it's good or bad for you to eat a specific food or one that is new to you is by observing your stool the next day, taking a photo of it, giving that photo



a title, and keeping a written description of how easily or how difficult it was for you to digest that food and push it out through your anus. To confirm that a particular food is easy or difficult to digest, you might need to repeat your analysis after you eat that same specific food again. Sometimes, if a food you ate that was not part of your routine diet caused constipation, it might be easier to figure out that it caused it.

## 110. Log and Track Every Error

An error sidetracks us. It can set the person who committed it, and often also others who it affected, back, cause them to lose money, other things, or even a once-in-a-lifetime opportunity.

Each morning, everyone thinks the clearest, precisely, optimistically, performs best, and does not commit errors, and because their brain and body are completely rested and fresh, also *write* better. But everyone burns energy, and the later it gets, the more everyone starts feeling tired and thinking less clearly so that when night comes, everyone keeps going as best they can. In the morning, everyone

Younger, older, less educated, and poorer people commit more errors. The young have much to learn. Older people know more and have accumulated money, but their brains (especially their memory) and bodies slowly deteriorate. Less educated people have learned and know less. Poor people have less money and resources. “Youth is wasted on the young”. Another curious fact is that no one tells young people about retirement and that it and old age come sooner than expected.

The best advice Benjamin Franklin gave us is: “Early to bed, early to rise, makes you “healthy, wealthy, and wise.” Though it sounds overly simple, obvious, too good, and too easy to be true, it unfailingly improves people’s lives.

And though, if you scrutinize it, the strongly promoted so-called “Nightlife” is in reality artificial and unhealthy, the media depicts it as being better and more exciting than the daytime.

Have you ever read something you wrote a few days ago or longer and wondered: “What was I thinking when I wrote that?” Writing errors occur when your brain and body aren’t operating at a high level. A level you can always live at by living correctly.

To remember what caused a specific error, help you not repeat it, identify ways to prevent it, analyze it best, and learn that lesson—write a *detailed description* of each error you committed or saw someone commit. Some things certain people regularly do—such as eating junk food, not exercising, not reading, and not writing—are excellent examples of actions to never imitate.

Unexpected, disturbing sounds distract, steal energy, and often cause us to commit errors we would otherwise not commit. Email yourself your Error Log entries (before that email's subject, write EL1 or some other access code).

## 111. Ventilate Bedrooms

To sleep well, you need to sleep in a well-ventilated bedroom. Because the air we exhale is always hot and hot air rises, even in the winter, in each room, open the top of a window at least 1/32nd of an inch (about 1 millimeter). Then open the bottom window at least the same amount—or as much as you like. When it's not too cold, always open a top and also a bottom window at least a hair. Air molecules are tiny and pass through the smallest openings. Though older people who do not shower daily tend to smell bad, not ventilating your bedroom can make anyone smell bad and not realize it.

## 112. List the Ten Things You're Thinking About Now

To live, each person must and does keep thinking a very large quantity of new thoughts. Because at any moment, each individual can only think and be conscious of about four thoughts to make room for the new thoughts, as soon as you start thinking a *new* thought, you stop thinking at least one thought you were thinking.

Though every person who is awake is conscious of many or perhaps of all of their conscious thoughts, their subconscious brain is always thinking many more thoughts and even some sophisticated or complex thoughts. Writing down the ten thoughts you are aware of at a specific moment can be a big help. Do that by saying the ten things you're thinking about into a Speech-to-Text app for it to transcribe each word you say.

Audio record your most important and promising thoughts by saying them into a Speech-to-Text app, write them, or type them. It's possible to record "every thought" you've just thought in about five minutes, but the exigencies of life make it from impractical to impossible to do that much longer.

Keep in mind that reading or listening to an audio recording of your thoughts takes the *same* amount of time it took you to write, audio-record or video-record them.

Though I write or audio record many of my thoughts and email them to myself, because I have little time to read or listen to them, most of the thoughts I took the trouble to write or audio record get buried and sort of lost.

Each day—often at lightning speed—each of us thinks a staggering quantity of thoughts. Every human being who is awake is thinking and aware of the conscious thoughts he or she is thinking, and though no one can always be fully conscious of "every" thought they're thinking or thought, writing what you are thinking at a certain point in time can help. Do that by saying the ten or so things you are thinking about—into a Speech-to-Text app, for it to type each word you say into it.

In part because at any moment each individual can only think and be conscious of about four thoughts, as soon as a person starts to think a new thought, that individual will forget at least one thought they were thinking.

## 113. Create Charts, Diagrams, Graphs, Lists, Checklists, Mind Maps, and Timelines

### CREATE CHARTS, DIAGRAMS, AND GRAPHS.

#### WRITE LISTS OR LISTICLES

Lists list one or more words on each line, one under the other. Lists save time, are easy to write, read, and use, rarely contain a sentence, never contain a paragraph, and make life easier. We use:

- |   |
|---|
| <ul style="list-style-type: none"><li>• To-Do Lists</li></ul>   |
| <ul style="list-style-type: none"><li>• Grocery Lists</li></ul> |

|   |
|---|
| <ul style="list-style-type: none"> <li>• Lists of the foods you have to prepare a meal with</li> </ul>      |
| <ul style="list-style-type: none"> <li>• Shopping Lists</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Checklists</li> </ul>  |
| <ul style="list-style-type: none"> <li>• Lists of Invitees</li> </ul>                                       |
| <ul style="list-style-type: none"> <li>• Lists of a publication's contents</li> </ul>                       |
| <ul style="list-style-type: none"> <li>• A paper or an article's outline</li> </ul>                         |
| <ul style="list-style-type: none"> <li>• Lists of the things one is certain (or uncertain) about</li> </ul> |
| <ul style="list-style-type: none"> <li>• Lists of the 100 Words You Use Most</li> </ul>                     |
| <ul style="list-style-type: none"> <li>• Lists of the Words to No Longer Use</li> </ul>                     |
| <ul style="list-style-type: none"> <li>• Lists of the Words to Start Using</li> </ul>                       |

Sometimes, the number of things you must do can seem overwhelming. Remembering the things you have to do or buy takes up cognitive resources—but writing a list on your computer, mobile device, or paper unburdens your memory.

Lists document things we ordinarily forget (Robert N. Kraft, Ph.D.). It's easier to remember things that have a structure. Stories typically connect events by cause and effect. But items on a list usually list things to do in the order you must do them. When we don't write a series of items, we forget them, remember some of them out of order, or may forget a detail. When writing a list, make all the elements (all nouns, all adjectives, all verbs, all adverbs, or all clauses) as similar as possible.

## WRITE LISTICLES

A "listicle" is an essay written as a list with a brief description under each item. Listicles are a popular type of news platform article.

Another benefit of compiling a list is that as you edit it you might notice that you forgot or did not include something crucial because, we often think based on the emotions we’re feeling, and they might have “blocked out” a key item we need to include in a list.

A YouTube video about a motorcycle race where the competitors drove their motorcycles at 300 miles per hour inspired me to write the previous paragraph. Seeing the motorcyclists drive that fast, every comment I read about that video agreeing that “one tiny error could kill them”, let me realize that none of the racers must have stopped to think about the fact that going at 300 miles per hour, a tiny mistake could kill them. And if any of them did, they must have believed they would never make an error. If a racer stops to consider that racing at 300 mph could cause their death, I believe that racer would not enter that race. The way to get every racer to realize that racing at 300 mph was suicidal—because the chances of their killing themselves while racing would be *so high*—was probably by having each potential racer create a *list* of the details of the situation or simply writing three sentences:

|  |
|--|
| <ul style="list-style-type: none"><li>• If driving my motorcycle at 300 miles per hour I make one tiny mistake, I could kill myself.</li></ul> |
| <ul style="list-style-type: none"><li>• To not risk killing myself, I need not to compete in that race.</li></ul>                              |
| <ul style="list-style-type: none"><li>• Do I still want to compete in that race?</li></ul>   |

Everyone who raced there had to have entered the race dominated by their emotions, by the ambition to win and stand out, and other things. Perhaps every one of those racers also “blocked out” the fact that by driving their motorcycle at 300 mph in that race, the chances of their killing themselves if they made a mistake become *extremely high*. Though it was safe not to compete, they all competed and risked their life (everything).

## WRITE CHECKLISTS

Have you ever run back home to get something you forgot to take with you? If you had written a checklist and read it, you would have remembered to take it with you.

Create a checklist by writing each item you “must” check. Then, after you check each item on your checklist and see that it is working, put a checkmark after it.

A checklist helps you remember to do one or more of a series of tasks completely and in the correct order. A good checklist will eliminate forgetting, avoiding, omitting, or neglecting every important or crucial step in the execution of a larger, multi-step task. A checklist should be as short as practicable, include only the necessary actions, and be very easy to read. A “to-do list” is the most common checklist. Pilots do not take off until after they put a checkmark after every item on their “pre-flight checklist” to ensure that the airplane they will correctly fly, take off, fly, and land.

Not confirming that every item on a checklist works and writing a checkmark after it can cause a problem or a disaster.

After a Boeing B-17 Flying Fortress crashed in 1935, before taking off, every pilot was directed to, in the cockpit, always perform a pre-flight checklist as part of their preflight inspection.

Every checklist must be written or typed and can be printed. Mental checklists do not work and can cause a failure or a disaster because anyone can forget to check any item on a checklist. Checklists are also used to help doctors perform surgery. In “The Checklist Manifesto: How to Get Things Right” (2009), Dr. Atul Gawande explains how using checklists in daily and professional life can ensure consistency, efficiency, and safety. Checklists also help troubleshoot and diagnose malfunctions.

A checklist’s items must not be ambiguous or overly detailed. A checklist should not describe procedures.

List the items in “chronologic” order and in the most efficient order to minimize search and movement to find an item.

## **DRAW MIND MAPS**

A mind map is a linear or nonlinear diagram that shows one central topic linked by colored lines around it to other words, tasks, concepts, and other items. One mind map can turn a list of raw, seemingly uninteresting information into an organized, colorful, attractive, easy-to-comprehend, and memorable mind map diagram.

## CREATE TIMELINES

Timelines show in chronologic order when each specific event took place. They help us deduce causes, effects, and possible consequences. They list pivotal events in history and in the lives of key individuals, display facts and dates in almost any field, and let us see how events are related and might have affected, or could affect, or could bring about another event. Placing one timeline above another can help you compare things.

*For want of a nail—the horseshoe was lost*

*For want of a horseshoe—the horse was lost*

*For want of a horse—the rider was lost*

*For want of a rider—the battle was lost,*

*For want of a battle—the kingdom was lost*

*All for want of a horseshoe-nail*

— Benjamin Franklin

### 114. Occasionally Work Standing

We are usually more conscious, move, and do things better when we stand. But since when we stand we use more energy, only work standing occasionally and also occasionally draw, handwrite in cursive letters, or type standing. If possible, let the Sun shine on you and the paper you are drawing or handwriting on. Its rays will energize you.

It's much healthier to stand erect than to slouch because when you stand you function measurably better. Worse, a person who is slouched is usually not 100% conscious. Standing erect instantly fully wakes you up and improves and enhances your physical and mental state to let you think clearer and better.

Right above your hip bones, the bones in your spine function like a hinge. As soon as you flex the two long muscles—called the *erector spinae* muscles—that go from your shoulders to your lower back on each side of your spine, you sit or stand fully erect. Whenever you do not fully open that spinal bone hinge, you slouch. So, flex your erector spinae muscles to keep your spine erect, keep your torso up, your chest out, your head up, and yourself fully alive.

## 115. Internalize “The Bedford Handbook”

“The Bedford Handbook”, by Diana Hacker, published by St. Martin’s Press, is a PDF available free on the Web that’s probably the best academic and formal writing guide and reference. It explains English grammar, composition, citation, and textual analysis, and includes excellent sample texts and essays, illustrations, and explains how to format text in the MLA, APA, and Chicago citation styles.

## 116. Use Google Tasks

That app lets you see the tasks you wrote in it as phrases, to prioritize them and remember to do those tasks at the appropriate time.

## 117. List Your Top Ten Values

To clarify which things are more important for you and help you get to know and understand yourself better, write a list of your Top 10 Values—from most important to least important. To choose among some popular values, check out the following website:

[https://qualitycharters.org/wp-content/uploads/2016/10/Hiring-For-Fit\\_Values-List.pdf](https://qualitycharters.org/wp-content/uploads/2016/10/Hiring-For-Fit_Values-List.pdf)

## 118. The Transposed Letters Effect

“I cdn'uolt blveiee taht I cluod aulacly uesdnatnrd waht I was rdanieg: the phaonmneel pweor of the hmuan mnid. Aoccdrnig to a rseearch taem at Cmabrigde Uinervtisy, it deosn't mtttaer in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Scuh a cdonition is cllaed Typoglycemia.

Amzanig huh? Yaeh, and you awlyas thguoht slpeling was ipmorantt.”

As long as a word contains all its letters and its first and last letters are not moved (even after such changes), your brain will “instantly figure out” and tell you what the correct words are. The fact that (as far as I have seen) everyone can read the transposed letters



effect paragraph above and instantly figure out the correct meanings—proves the human brain’s astounding ability to reorder things correctly, fill in blanks, fix errors, and instantly figure out and allow everyone to understand any statement written in a way that when first seen does not make sense.

## IMAGINE, MAKE BELIEVE LIVE INVENTIVELY, EXPERIMENT

### 119. Live Inventively and Experiment

“The only way to discover the limits of the possible is to” think about “the impossible.” — Arthur C. Clarke

About 80% of all nonfiction writing is creative. Fiction is often about imagined, possible or impossible, illogic, incomplete, distorted, common, familiar, strange, or sometimes supernatural things. Experimental fiction is more daring and more inventive and can include things that are nonsequential or nonsensical. Things that don’t add up or do not add up because something is—sometimes intentionally—not mentioned in the story.

Fiction expands the imagination and our very existence. Moderate exposure to fiction helps everyone live better. Writing fictitious stories is a privilege that frees and empowers the writer’s and his or her reader’s minds by only in their imagination making impossible things possible. The funny thing is that because it takes a while for us to differentiate fiction from reality, for a moment, our brain and our body “believe” that what we read in a book or see on a screen is real. Writing about what never was, what is not, or what we think could never be, helps everyone understand reality—*what is*.

Billions idolize and *love* superheroes, in part because they take us on quick, imaginary vacations. And like few things can, for a few minutes, they make us feel that we’re as powerful as them. Everyone instantly always identifies with the main character and soon starts to feel like they are them, which is therapeutic.

To make everything that will happen to bring about its end easier to invent, some fiction writers write the end of their novels first.

Assigning someone a nickname can help you better understand a person or a situation. Your subconscious mind and your guts will

often tell you the nickname that fits a person. Calling a car a “lemon” after discovering it doesn’t work as well as the used car salesperson said it does is an example of a nickname. “Brain” is another nickname. Nicknames, also called “appellations”. They can be humorous, satirical, sarcastic, glorifying, or just about anything. But remember that human beings are more sensitive than most people realize, and if someone calls them a nickname they do not like, a person might feel deeply offended. So, it’s far better never to tell anyone what you *renamed* someone or something. Be smart; keep the nickname to yourself. Only use it to help you see what’s what and what’s really going on, and tell that to yourself to drive home that revelation.

The fact that people usually get what they expect proves that words and the imagination are far more powerful than most people know. “It is done as you believe”. A *self-fulfilling prophecy* is an action or an event you hope, believe, and expect will happen, and one that often comes true *because* you expected it to. So, go ahead and expand your notion of what is possible.

To pave the way to help yourself get something you want, imagine getting it. Better yet, *imagine having already gotten it*. The unique feeling that will give you will propel you to take certain steps you will need to take to “really” get it, to really achieve or obtain the thing you want to get, achieve, or obtain.

Also, imagine getting and enjoying *twice as* much of *anything* else you like or love—including “love”. So, go ahead and imagine being “loved” twice as much. And while you’re at it, also imagine being loved by twice as many people. Or imagine earning *twice as much* as you’re now earning, and you just might start earning that much more money. Or you just might start getting any other thing you want after you imagine having gotten it.

So, go ahead and imagine anything. The best and proven consequence of using your imagination is that it puts *every cell in your brain and body* in the direction you are imagining and foreseeing will happen, in these cases, of getting the thing you hope to get.

So don’t make the big mistake of starting to think that you’ll never achieve a certain goal. That poisonous *negative* thought will make your brain start thinking—then really believing—that you will never achieve it and it’ll put your body in that self-defeating direction and mathematically increase your chances of not achieving it.

So much in life is initially, mostly, or fundamentally “mental”. “Mental” is the word *fun•da•mental’s* suffix.

## 120. Live As If You Already Accomplished a Specific Goal

Telling yourself you already attained a difficult or seemingly unattainable goal days ago makes your brain and body believe you have. And though you have not yet accomplished it on a certain level or dimension, that outrageous but effective trick lets you start functioning and living as if you had.

Playing that clever hypnotic-like trick on your brain lets you not invest the time and effort you would have had to invest to achieve a specific goal.

Researchers have discovered that by tricking themselves into “making believe” that, for example, each time a subject sat, stood, or walked, they told themselves that they had “already been” sitting, standing, or walking erect for over a month, they found themselves close to effortlessly sitting, standing, or walking erect, exactly how they believed it was possible to do—but didn’t know how to do, and wondered if they ever would be able to do that—but hoped to one day discover how to do it, and did.

Thus, anytime they found themselves not standing erect—for example, they would remember that they had already been standing erect—and immediately stood that way.

That also lets you *believe* you have *already* gotten into the excellent habit of always sitting, standing, or walking erect and are almost magically easily doing those healthy things.

Among so many other simple examples is making believe you always enunciate perfectly. Making believe that you’ve already been enunciating perfectly for one month will get you to “start” enunciating perfectly as of this moment, and by telling yourself that you have been enunciating perfectly *for more than one month*, you’ll (most likely) enunciate perfectly.

That revolutionary and life-changing technique lets anyone skip the required steps and, though they are unchangeable, circumvent or temporarily deactivate some of the laws of physics they would have had

to adhere to in order to accomplish a specific goal. They accomplish it by merely *making believe they already accomplished it*.

## 121. Write Whatever Comes Out From You —Even If It’s Nonsense

Anytime you feel that garbage, nonsense, or junk wants to come out from you—*write it* because you can edit and reword anything you wrote. Sometimes, only by writing those things a great sentence or idea can emerge.

Write whatever comes out. *The more spontaneous, honest, and original the thoughts that come out from you—the better!*

## 122. Handwrite in Cursive Letters to Clarify What You’re Feeling

Cursive writing (also called “longhand”) is like drawing, and it activates more neurons of your brain than writing block letters or typing. Unlike handwriting in uppercase or lowercase block letters or typing, cursive handwriting also uses more of your neck, shoulder, arm, hand, and finger muscles and connects you more with your feelings, your thoughts, and with your soul—your essence.

Write by hand once in a while to let your guts and your soul steer your hand. Let your writing hand move on its own. Never censor yourself—*get out of the way*. What you write will amaze you!

## 124. Choose Your Goals and Your Direction **UPDATE CONTENTS**

Being *cautious* avoids possible—or seemingly impossible—problems.

A protractor is a semi-circular—usually clear plastic—tool we use to measure and indicate degrees from zero to 360 degrees (a full circle).

You’re standing at one end of a football field and at the center of a 50-foot-wide protractor painted with water-based paint in white lines on the floor of one end of that grass or astroturf field. Though protractors only show 360 degrees, angles, or directions, though the smaller increments are not shown, between the whole number degrees, infinitely smaller increments exist. You’ve chosen to go in the

direction of 90° degrees. In one day, you'll arrive at point 90° one day. In one year, you'll arrive at point 90° one year. As the days pass, and you continue going in a specific direction because one day you chose to go in a specific direction, the distance between points increases.

Let's imagine that for 30 days you'll be going in and living in the direction of some specific number of degrees. If you start a new job, get married, or move to another city or nation, you will start to live in a very different direction and your new direction will match a degree.

Science proves that due to inertia, *an object in motion tends to stay in motion*. A person going in one direction will tend to keep going in that same direction. And most people will keep going in the direction they are going in till they die.

Let's say that living in the 90° degree direction includes exercising regularly, researching health and nutrition, and eating and living healthy. Living in the 45° degree direction includes not doing physical exercise, not researching health and nutrition, eating junk food, and doing other known negative things. Living in the direction of 90° degrees for one year, you'll be in excellent physical and mental health, satisfied, and happy. Living on the 45° degree path for one year, you will be in bad shape—physically and mentally, most likely also very sick, and merely surviving. One year from now, starting to exercise again or more and getting back to being healthy will be much harder. The lesson is to start or continue exercising *now*!

Each moment, each person can continue going in the direction they've been going in or choose to go in a different direction. But—in part due to inertia (the natural tendency of objects in motion to stay in motion)—people continue going in the same direction they've been going in for a long time and will usually continue going in that direction for many more years or all their life. The challenge—and when you stop to take a close, hard look at many people around you—the sad fact is that because most people have not devoted sufficient time to learn, they don't know better, and though they're going in a wrong direction, they think it's great.

While we're on the topic of *people's direction in life*, I cannot emphasize enough how helpful and indispensable “psychotherapy” is. Regrettably, some people are too embarrassed to get some psychotherapy and wind up sliding into bad situations that they

unknowingly often keep creating themselves. Writing things often helps anyone think better to make better decisions.

As you more fully grasp how crucial it is to choose the direction you will go and live in is, stop and set aside some time to think very carefully about which direction it will be best for you to continue or start going in.

Identify and examine the direction you're currently going in life. Then think about who and what you want to become—and in how much time, and what the destination you want to arrive at is. Ask yourself what goals you want to accomplish, and calculate which direction you believe will get you there easiest and fastest. Then, if you decide to change your direction, do so, and at your own pace, go in it. To think better as you figure out the best thing to do, or the best way to react, or the best direction to go in, write your thoughts so you can read them and think about them as many times as you need to. Since 2013, I call that technique *Writing-Aided Thinking*. Writing your thoughts can also help you stop your emotions from controlling you. It's extremely common for an individual's emotions to overcome reason and blind them to the reasons they should do or not do a specific thing. Then get them to do one or more things they will deeply regret having done. To not wind up in those situations use *Writing-Aided-Thinking* to help you identify your emotions and deactivate the ones that are not helping you so you can function rationally. To use it, write a list of each player, what he or she wants, and a list of each of the situation's details. The first list will be more like a list of a machine's physical parts. The second list is more like a list of the challenges you face and how you plan to use all the things on both lists to make the best decisions and proceed.

"I write to find out what I'm thinking". — Joan Didot

WRITING HELPS DETECT FALLACIES OR LIES AND MAKE THINGS MAKE SENSE.

One of the best examples of choosing which direction to go in is choosing to attend or not attend college. They are opposite and lead to opposite outcomes. And each choice will determine the quality of the rest of that person's life.

Every human being is also an animal of habit. Choosing what and how much to eat are two other all-important choices. No one makes

themselves obese overnight. Obese individuals have been overeating every day for years. In the more extreme cases, some obese individuals weigh over 300 pounds.

*“To change a person’s behavior, change their environment”* because the environment is one of the factors that most influence behavior. Our environment also makes us feel how we feel. Good, optimistic, and happy—or bad, pessimistic, unhappy, and many other negative to terrible ways. It determines how well each individual performs physically and mentally, and directly influences and determines the type of clothing and shoes you wear, how you keep your hair, and many other things. If you lived in India, you would wear long garments. In Florida and other hot places in the U.S., people wear shorts. In Alaska, everyone must wear a hat, a coat, and gloves.

The book *“Dress for Success”* explains how the unwritten law of *dress for success* always works. It describes experiments that consistently proved that people despised dirty, poor, unkempt, sick, or, in other ways, powerless people and usually mistreated them at every opportunity.

Each day, when I go out of my house dressed well, everyone is eager and happy to interact with me. So I connected the dots and realized that people react that way to me because I’m dressed well. Then, I also realized that one key reason people like to see well-dressed individuals is because they believe powerful people can help them become at least a little more powerful. When I do not shower, shave, comb my hair, and dress my best, the opposite happens. Most people ignore me, look away from me, pretend I don’t exist, or mistreat me.

So, as often as you can, time and all other constraints permitting, wear your newest and best clothes and shoes to look your best.

Because each thing around you creates your environment and directly or indirectly affects you and your life, do your best to improve *every detail* of your environment. Especially the places where you live and the places where you work, because seemingly insignificant differences can also improve or lower your state of mind. It’s more intelligent and wiser to choose the direction(s) you live in and create and control as much of your environment as possible. Knowing how consequential each thing in your environment is, also meticulously design, correct, improve, and build or rebuild it. You can “restart your life” or parts of it.

One way to quickly change your environment and your life is by moving to a different neighborhood, town, city, or nation. Because everything is contagious, be careful to only interact closely with the best people. Get away from negative individuals, especially those who somehow indicate that they're itching to fight against you. Most of those individuals usually have no clue what makes them act as they do. If they did, they would probably behave better. Also, flee from every ignorant, stupid, dumb, or otherwise negative and less conscious individual, as well as anyone who you sense is inferior (to you) in any other way. Making the big mistake of interacting with negative people will always drag you down and can lead to regrettable situations and outcomes. *"It's best to prevent", and "It's better to be alone than with bad company"*.

If you have the good fortune to interact with intelligent, quality individuals, great! But when they're few and far between—read, write, and learn to appreciate how valuable your time alone is until the next new nice person you'd like to be friends with comes along.

Some things that most affect how each person feels and performs are the air they breathe, the water they drink and cook with, what they eat, and how well and how often they have a bowel movement. Saying *"You are what you ate and what you have been eating for years"* is more accurate than the traditional *"You are what you eat"*.

Food is human fuel. The following simple, free PDF Dr. John McDougall created to help everyone quickly and easily improve their health:

<https://www.drmcDougall.com/wp-content/uploads/2021/06/Dr-McDougall-Color-Picture-Book.pdf>

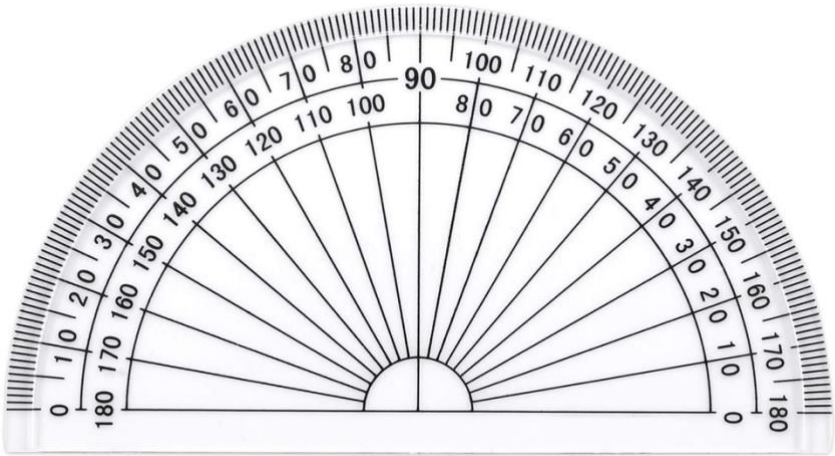
It will surprise those who do not know it that because "all fish eat one another", Dr. Johan McDougal warns everyone that all fish contain "mercury", a poisonous metal.

To clarify the dangers, disadvantages, and the advantages of doing or not doing each thing you do, stop and write, audio-record, or write by talking into a speech-to-text app, a description of the most important activities you perform. And for one week, each day write a list of all the foods you ate and each liquid you drank.

Study the ideas you put into words and scrutinize them to decide what you will *stop* doing, eating or drinking, and what you will *start*



doing, eating, and drinking. It's always best to change gradually and incrementally.



Usually omit the following obvious, unneeded, useless, uninformative, or stupid expressions:

**USUALLY OMITTS HERE >**







# A

CERTAIN THINGS SUCH AS  
A CERTAIN AMOUNT OF  
ABOVE ALL ELSE  
ABSOLUTELY  
ACCORDING TO MY  
(CALCULATIONS;  
RESEARCH)  
ACTIVE  
ACTIVELY  
ACTIVITY  
ACTUAL  
ACTUALLY  
AFTER ALL  
AFTER ALL IS SAID AND DONE  
AFTER THAT  
AGAIN  
AH, ER, OH, UM  
ALL BY (HERSELF; HIMSELF)  
(HE; SHE)  
ALL THINGS CONSIDERED  
ALL TOLD  
ALLOW ME TO POINT OUT  
THAT  
ALSO  
(ALSO) NOTE THAT  
ALTOGETHER  
AMONG THEM ARE  
AND  
AND I WILL ALSO (ADD; NOTE;  
SAY) THAT

AND SO  
AND STUFF LIKE THAT  
AND THAT KIND OF STUFF  
ANOTHER (INCREDIBLE;  
INTERESTING) THING  
IS (THAT)  
ANYHOW  
ANYTHING IS POSSIBLE  
ANYWAY  
ARE YOU AWARE OF THE FACT  
THAT  
ARE YOU COGNIZANT OF THE  
FACT THAT  
ARGUABLY  
AROUND  
(ARRIVED AT; CAME TO;  
REACHED) A POINT  
(IN HER LIFE) WHERE  
AS \_\_\_\_\_ AS (HE, IT, SHE,  
THEY, WE) CAN BE  
AS A WHOLE  
AS BEST THEY COULD  
AS (CAN BE) EXPECTED  
AS DESTINY WOULD HAVE IT  
AS EVERYBODY FOUND OUT  
AS EVERYONE KNOWS  
AS EVERYONE EXPECTED  
AS EVERYONE KNOWS  
AS THINGS HAPPENED  
AS THINGS TURNED OUT  
AS (IT WAS) EXPECTED  
AS FAR AS ANYONE KNOWS  
AS FAR AS  
AS FAR AS I AM CONCERNED  
AS FAR AS I CAN SEE

AS FAR AS I KNOW  
AS FATE WOULD HAVE IT  
AS FOR ME  
AS I MENTIONED (EARLIER;  
BEFORE;  
ONE MINUTE AGO)  
AS I RECALL (THINGS)  
AS I SAID (BEFORE; EARLIER)  
AS I SEE IT  
AS IF THAT WERE NOT  
(BAD; GOOD) ENOUGH  
AS IS USUALLY THE CASE  
AS (IT; THINGS) HAPPENED  
AS (IT WAS TO BE) EXPECTED  
AS MUCH AS POSSIBLE  
AS MUCH AS YOU  
(POSSIBLY) CAN  
AS POSSIBLE  
AS PREVIOUSLY  
(MENTIONED; STATED)  
AS SOME PEOPLE SAY  
AS THE CASE MAY BE  
AS THE OLD SAYING GOES  
AS THEY SAY

AS THINGS STAND  
(RIGHT NOW)  
AS THINGS TURNED OUT  
AS TIME GOES ON  
AS TIME PASSES  
AS USUAL  
AS WE (ALL) KNOW  
AS WE HAVE ALL  
EXPERIENCED  
(AT ONE TIME OR ANOTHER)

AS WE SPEAK  
AS WELL (AS)  
AS YOU ARE NOW BEGINNING  
TO SEE  
AS YOU ARE NOW SEEING  
AS YOU CAN SEE  
AS YOU (MAY BE; ARE)  
(AWARE; KNOW)  
AS YOU MAY BE STARTING  
TO SEE  
AS YOU MIGHT HAVE HEARD  
ASIDE FROM THAT  
AT ALL  
AT ANY RATE  
AT LAST  
AT THE END OF THE DAY  
AT THIS POINT (IN TIME)  
AT THIS STAGE IN MY LIFE I  
REALIZE THAT  
AT THIS TIME

## B

BE ADVISED THAT  
BE AWARE THAT  
BE IT  
BE THAT AS IT MAY  
BEFORE I TELL YOU WHAT I'M  
GOING TO TELL YOU  
BELIEVE IT OR NOT  
BELIEVE ME  
BESIDES  
BEYOND A SHADOW OF

A DOUBT  
BOTH (OF THEM)  
( \_\_\_\_\_ AND \_\_\_\_\_ )  
BOTTOM LINE (IS)  
BRIEFLY (PUT; STATED)  
BUT AGAIN  
BUT, HEY!  
BUT I RECALL  
BUT I REMEMBER  
(BUT,) LET ME TELL YOU  
BUT WAIT, THERE'S MORE  
(TO THIS STORY)  
(BUT,) I HAVE TO SAY  
(BUT,) LET ME TELL YOU  
BY  
BY ALL MEANS (NECESSARY;  
POSSIBLE)  
BY ANY CHANCE  
BY DEFINITION  
BY DEFINITION,  
IT WAS A CASE OF  
BY THAT, I AM NOT SAYING  
THAT  
BY (SAYING) THAT I DO NOT  
MEAN TO SAY THAT  
BY THE WAY

## C

CERTAIN THINGS SUCH AS  
CERTAINLY  
CHANCES ARE (THAT)  
CLEARLY

COME TO THINK OF IT  
COMPARATIVELY  
CONCEIVABLY  
CONCERNING  
CONSEQUENTLY  
COTTON PICKIN'

## D

DEBATABLY  
DEDICATING TIME TO  
DEFINITELY  
DEGREE OF  
DELIBERATELY  
DEMONSTRABLY  
DESTINED TO BE  
DO (I DO now)  
DOES (that DOES sound good)  
DO YOU KNOW WHAT I AM  
SAYING ?  
DO YOU KNOW WHAT I MEAN ?  
DON'T FORGET TO  
DON'T TELL ME  
DON'T WE  
DON'T YOU THINK \_\_\_\_\_ ?  
DUE TO (MANY) DIFFERENT  
FACTORS

## E

EASILY  
EFFECTIVELY  
EITHER  
EITHER ONE OF THEM  
EITHER WAY  
ENTIRELY  
ESSENTIALLY  
EVEN  
EVEN IF I HAVE TO SAY SO  
MYSELF  
EVERYONE IN SOCIETY  
EVERYONE KNOWS  
EVIDENTLY  
EXACTLY  
EXPERIMENTALLY

## F

FATEFUL  
FEW KNOW (THAT)  
FINALLY  
FIRST OFF  
FOR ALL I KNOW  
FOR ALL INTENTS AND  
PURPOSES  
FOR (ANY NUMBER OF;  
VARIOUS) REASONS  
FOR BETTER OR (FOR) WORSE  
FOR HEAVEN'S SAKE  
FOR ME (PERSONALLY)  
FOR ONE THING  
FOR SOME REASON  
FOR STARTERS

FOR THAT MATTER  
FOR THE RECORD  
FOR VARIETY'S SAKE  
FOR YOUR INFORMATION  
FORTUNATELY;  
UNFORTUNATELY  
FRANKLY (SPEAKING)  
FROM MY POINT OF VIEW  
FROM (MY; OUR) STANDPOINT

## H

HAPPENS TO BE  
HAVING SAID THAT  
HERE IS MY QUESTION (TO  
YOU)  
HERE IS ONE MORE QUESTION  
FOR YOU  
HERE WE GO AGAIN  
HERE'S THE THING  
HEREBY  
HERewith  
HEY  
HIGHLY  
HOLD ON (THERE)  
HOLD ON TO YOUR HAT (NOW)  
HOLD YOUR HORSES  
HONEST TO GOODNESS  
HONESTLY  
HONESTLY SPEAKING  
HOPEFULLY  
HOW ABOUT THAT



HOW CAN I SAY  
HOW DO YOU LIKE THAT  
HOW SHALL I SAY  
HOW SHALL WE SAY  
HYPOTHETICALLY (SPEAKING)



I (AM; FEEL) ONE HUNDRED  
PERCENT CERTAIN  
THAT  
I ALSO WANT TO TELL YOU  
THAT  
I AM (ABSOLUTELY; TOTALLY)  
SPEECHLESS  
I AM AFRAID (TO (HAVE TO)  
SAY THAT)  
I AM CALLING TO SAY THAT  
I AM CERTAIN THAT  
I AM CONVINCED THAT  
I AM CURIOUS TO KNOW (HOW;  
WHAT; WHO;  
WHEN; WHERE; WHY)  
I AM GLAD TO SAY (THAT)  
I AM (NOW) GOING TO  
ASK YOU THIS (NOW)  
I AM (NOW) GOING TO END  
WITH (THE FOLLOWING;  
THIS)  
I AM GOING TO END WITH THIS  
I AM GOING TO SAY THAT ONE  
MORE TIME

I AM GOING TO TELL YOU A  
VERY INTERESTING STORY  
I AM GOING TO TELL YOU  
(RIGHT HERE) THAT  
I AM GOING TO TELL YOU THE  
(REAL) REASON  
I AM HAPPY TO REPORT THAT  
I AM HERE TO SAY THAT  
I AM (NOT) GOING TO (REPEAT;  
SAY) THAT (AGAIN)  
I AM NOT SAYING THAT  
I AM (NOW) STARTING TO SEE  
THAT  
I AM TELLING YOU (THAT)  
I ASSURE YOU (THAT)  
I (BELIEVE; KNOW; THINK)  
THAT  
I BELIEVE (WITH ALL MY  
HEART) THAT  
I CAN FINALLY SEE THAT  
I (CAN) (NOW) SEE THAT  
I CAN'T (SAY; TELL YOU) HOW  
MUCH  
I CAN'T TELL YOU HOW  
\_\_\_\_\_ I FEEL  
I CAN'T TELL YOU HOW MUCH  
I CONSIDER IT TO BE  
I DARE SAY (THAT)  
I FEEL  
I FEEL COMPELLED TO SAY  
THAT  
I GOTTA TELL YOU  
I HAPPEN TO (AGREE; BELIEVE;  
THINK)  
I HAVE BEEN WANTING TO ASK

YOU  
I HAVE GOT TO SAY THAT  
I HAVE NEWS FOR YOU  
I HAVE OFTEN WONDERED  
I HAVE STARTED TO SEE  
    (HOW; THAT; WHY)  
I HAVE (RECENTLY) NOTICED  
    THAT  
I HAVE TO SAY THAT  
I HAVE TO TELL YOU THAT  
I HONESTLY BELIEVE THAT  
I HAVE TO ASK YOU  
    (THE FOLLOWING  
    QUESTION; THIS)  
I (JUST) GOTTA SAY  
I (JUST) HAVE TO TELL YOU  
    THAT  
I JUST NOTICED THAT  
I JUST REALIZED THAT  
I JUST WANT TO ASK YOU  
I JUST WANT(ED) TO MENTION  
    THAT  
I (KIND OF) RECKON(ED) THAT  
I KNOW  
I KNOW (FOR SURE) THAT  
I KNOW WHAT I KNOW  
I MEAN, HEY  
I MIGHT AS WELL (ADD THAT;  
    TELL YOU THAT)  
I MIGHT SAY  
PARENTHETICALLY  
I MUST ADMIT THAT  
I MUST SAY THAT  
I NEED TO ASK YOU THIS  
    QUESTION

I NOTICE(D) THAT  
I PERSONALLY BELIEVE  
I PERSONALLY FEEL  
I PERSONALLY (THINK;  
    THOUGHT) THAT  
I POSIT THAT  
I REALIZE THAT  
I RECALL THAT  
I REGRET TO SAY THAT  
I REMEMBER THAT  
I SAY TO YOU  
I SEE THAT  
I SUSPECT THAT  
I TAKE IT YOU ARE  
I TELL YOU  
I THINK (THAT)  
I THINK I AM GOING TO END  
    WITH THIS  
I THINK I'LL END (WITH) THIS  
    (WITH)  
I TRULY BELIEVE  
I WANT EVERYONE (IN THE  
    (ENTIRE) WORLD)  
    TO KNOW THAT  
I WANT TO ASK YOU  
I WANT TO BE SURE TO TELL  
    YOU THAT  
I WANT TO CALL YOUR  
    ATTENTION  
    TO THE FACT THAT  
I WANT TO KNOW  
I WANT TO POINT OUT THAT  
I WANT TO REPEAT THAT  
I WANT TO TELL YOU THAT  
I WANT YOU TO KNOW THAT

I WAS THINKING (THAT)  
I WAS THINKING OF ASKING  
YOU (IF; WHETHER; WHY)  
I WAS WONDERING  
I WILL ADD THAT  
I WILL ADMIT THAT  
I WILL ALSO SAY THAT  
I WILL REPEAT THAT  
I WILL SAY THAT  
I WISH I DIDN'T HAVE TO SAY  
THIS, BUT (I DO)  
I WONDER  
I WOULD LIKE TO ASK YOU  
I WOULD LIKE TO KNOW  
I WOULD LIKE TO POINT OUT  
THAT  
I WOULD LIKE TO SAY THAT  
I WOULD LIKE TO TAKE THIS  
OPPORTUNITY TO  
I WOULD SAY  
I WOULD SAY THAT  
I WOULDN'T SAY THAT  
I WOULDN'T SAY THAT,  
I WOULD SAY \_\_\_\_\_  
I'D REALLY LIKE TO KNOW  
I'LL HAVE YOU KNOW THAT  
I'LL SAY THAT MUCH  
I'LL SAY THIS MUCH ABOUT  
(HER; HIM; IT; THAT)  
I'LL SAY THIS  
I'LL TELL YOU THAT  
I'LL TELL YOU THIS (MUCH)  
I'LL TELL YOU WHAT  
I'M HERE TO SAY THAT  
I'M JUST CURIOUS

I'M TELLING YOU  
IF DOABLE  
IF ANYTHING  
IF I WERE YOU, I WOULD (JUST)  
IF IT IS POSSIBLE  
IF NECESSARY  
IF NEEDED  
IF POSSIBLE  
IF THAT IS THE CASE, (THEN)  
IF YOU (CAN) BELIEVE THAT  
(THEN YOU WILL BELIEVE  
ANYTHING)  
  
IF YOU WANT TO KNOW THE  
TRUTH ABOUT IT  
IN (A; ONE) WORD  
IN ACTUALITY  
IN A NUTSHELL  
IN A VERY REAL SENSE  
IN A WAY  
IN ALL HONESTY  
IN ALTITUDE  
IN ANY EVENT  
IN ANY WAY AT ALL  
IN ANY WAY I CAN  
IN ANY WAY WHATSOEVER  
IN CERTAIN WAYS  
IN CONCLUSION  
IN CREATION  
IN DEEPNESS  
IN DEPTH  
IN DIFFERENT WAYS  
IN DUE TIME  
IN ELEVATION  
IN HEIGHT

IN LIFE  
IN MAGNITUDE  
IN MY CASE  
IN MY (HUMBLE) OPINION  
IN NATURE  
IN ONE OR TWO WORDS  
IN ONE WAY OR ANOTHER  
IN ONE WORD  
IN OTHER WORDS  
IN PLAIN ENGLISH  
IN PRACTICE  
IN QUANTITY  
IN REALITY  
IN SCOPE  
IN SHORT  
IN SIZE  
IN SOME WAYS  
IN SUMMARY  
IN SYNTHESIS  
IN TERMS OF  
IN THAT CASE  
IN THE FIRST PLACE  
IN THE HISTORY OF THE  
WORLD  
IN THE PROCESS OF  
IN THE REAL WORLD  
IN THE WORLD  
IN THIS CASE  
IN TIME  
IN VOLUME  
IN WIDTH  
IN YOUR OWN WORDS  
    (CAN YOU)  
    (PLEASE TELL US)  
INCONTESTABLY

INCONTROVERTIBLY  
INCREDIBL(E; Y) BUT TRUE  
INCREDIBLY  
INDEED  
INDISPUTABLY  
INDUBITABLY  
INITIALLY  
INSTEAD  
INTENTIONALLY  
INTERESTINGLY  
INTERESTINGLY ENOUGH  
INTRINSICALLY  
IRONICALLY  
IRREFUTABLY  
IRREGARDLESS (OF)  
    [ "IR" is unneeded ]  
IS A THING THAT  
IS WHAT I AM GETTING AT  
IT COULD BE SAID THAT  
IT ENTAILS  
IT FEELS LIKE  
IT GOES TO SHOW YOU THAT  
IT GOES WITHOUT SAYING  
    THAT  
IN INVOLVES  
IT IS A FACT THAT  
IT IS CLEAR TO SEE THAT  
IT IS CONCEIVABLE THAT  
IT IS HELPFUL TO (KEEP IN  
    MIND; REMEMBER) THAT  
IT IS IMPORTANT TO NOTE  
    THAT  
IT IS MY (CONVICTION;  
    BELIEF; VIEW) THAT  
IT IS MY DUTY TO SAY THAT

IT IS NO WONDER THAT  
IT IS POSSIBLE THAT  
IT IS TIME TO  
IT IS TRUE THAT  
IT IS WIDELY KNOWN THAT  
IT JUST DAWNED ON ME THAT  
IT JUST HIT ME THAT  
IT JUST SO HAPPENS THAT  
IT MUST BE UNDERSTOOD

THAT  
IT OCCURS TO ME THAT  
IT REMAINS TO BE SEEN  
(IF; WHETHER)  
IT SEEMS TO ME THAT  
IT SHOULD BE NOTED THAT  
IT STANDS TO REASON THAT  
IT TURNED OUT TO BE A  
IT WAS A TIME (BACK) WHEN  
IT'S CLEAR (TO SEE) THAT  
IT'S JUST A MATTER OF TIME  
IT'S JUST THAT  
IT'S ONLY A MATTER OF TIME  
(BEFORE; TILL; UNTIL)  
IT'S THAT KIND OF (A) THING

J

JUST  
JUST A MOMENT (THERE)  
JUST AS IMPORTANTLY

K

KEEP IN MIND THAT  
KIND OF  
KNOW WHAT I MEAN  
KNOW WHAT I'M SAYING  
KNOWN  
KNOWN TO BE  
KNOWN TO MAN

L

LAST, BUT NOT LEAST  
LASTLY  
LET ME ASK YOU (THIS)  
LET ME REPEAT THAT  
LET ME SAY THAT  
LET ME SAY THAT AGAIN  
LET ME TELL YOU A STORY  
LET ME TELL YOU (THAT)  
LET'S END WITH  
LET'S GET DOWN  
TO BUSINESS  
LET'S GET STARTED  
LET'S (JUST) SAY  
LET'S START WITH  
LET'S STOP BEATING AROUND

THE BUSH  
LIKE ALL THINGS  
LIKE ANYTHING ELSE  
LIKE (EVERYTHING ELSE;  
MOST THINGS) (IN LIFE)  
LIKE MOST PEOPLE  
LIKE MOST THINGS  
LISTEN HERE  
LISTEN TO (ME; THAT; THIS  
(ONE))  
LISTEN TO THE SOUND OF MY  
LIPS  
LISTEN TO WHAT I AM GOING  
TO TELL YOU  
LISTEN TO WHAT I AM ABOUT  
TO TELL YOU  
LISTEN TO WHAT I AM SAYING  
TO YOU  
LITERALLY  
LO AND BEHOLD  
(LOOK AT IT; THINK OF IT) THIS  
WAY  
LUCKILY FOR (HER; HIM; ME;  
THEM; US; YOU)

M

MAY I ASK (YOU)  
(HE; I; SHE; THEY; WE; YOU)  
MIGHT AS WELL  
MOREOVER  
MOST CERTAINLY  
MY CONCLUSION IS THAT

MY (GUT) FEELING IS THAT  
MY QUESTION TO YOU IS  
MY THEORY IS THAT  
MY WAY OF LOOKING AT IT IS

N

NAMELY  
NATURALLY  
NEEDLESS TO SAY  
NEXT  
NO DOUBT  
NO LESS THAN  
NO ONE KNOWS THAT  
NO QUESTION ABOUT IT  
NONE OTHER THAN  
NONETHELESS  
NOT EVERYTHING IS POSSIBLE  
NOT (IN) THE LEAST (BIT)  
NOT ONLY \_\_\_\_\_,  
BUT ALSO \_\_\_\_\_  
NOT OTHERWISE  
NOT THE (CONTRARY  
INVERSE; OPPOSITE;  
REVERSE)  
NOT THE OTHER WAY AROUND  
NOT SOLELY  
NOT TO BEAT AROUND THE  
BUSH, BUT  
NOT TO MENTION  
NOT TO SAY  
NOTE (WELL) THAT  
NOTHING BUT

NOTHING LESS THAN  
NOTICE THAT  
NOTING OTHER THAN  
NOTWITHSTANDING  
NOW  
NOW AS (ALWAYS;  
BEFORE; THEN)  
NOW AS (MUCH AS) EVER  
(NOW) I SAY TO YOU  
NOW THAT WE GOT THAT OUT  
OF THE WAY  
NOW THAT YOU MENTION IT  
NOW YOU KNOW  
NUFF SAID  
OBVIOUS(LY) (BUT WORTH  
MENTIONING)  
OBVIOUSLY OBVIOUS  
OF ANY KIND  
OF COURSE  
OH BABY (BABY)  
OH BOY  
OH MAN  
OH MAN, I AM TELLING YOU  
OH MY GOD  
ON A SEPARATE MATTER  
ON PURPOSE  
ON THE CONTRARY  
ON THE FLIP SIDE  
ON THE ONE HAND \_\_\_\_\_  
(AND ON THE OTHER HAND)  
ON THE OTHER HAND  
ON THE WHOLE  
ON TOP OF (ALL) THAT  
ON TOP OF IT ALL  
ONE NEVER KNOWS

ONE THING IS CERTAIN  
ONLY  
OR NOT  
OR SOMETHING (LIKE THAT;  
SIMILAR (TO THAT)  
OUT OF NOWHERE  
OUT OF THE BLUE  
OUTRIGHT  
OVER THE YEARS (I HAVE)  
OVERALL

## P

PARTICULAR  
(PEOPLE; SOME; THEY) SAY  
THAT  
PERHAPS  
PERSONALLY (SPEAKING)  
PHENOMENON  
PLEASE BE ADVISED THAT  
PLEASE NOTE (THAT)  
POSSIBLY  
PRECISELY  
PROFESSIONALLY SPEAKING

## Q

QUICK QUESTION  
QUITE (A BIT)  
QUITE POSSIBLY  
QUITE FRANKLY

# R

RATES UPON REQUEST  
REALLY  
REGARDLESS OF  
REGRETTABLY  
REMEMBER  
REMEMBER THAT  
REMEMBER TO  
REST ASSURED (THAT)  
RIGHT AWAY  
RIGHT HERE (AND) RIGHT NOW  
RIGHT THEN AND THERE  
(RIGHT) ON-THE-SPOT

# S

SADLY  
SAID DIFFERENTLY  
SAID IN A DIFFERENT WAY  
SAY  
SERIOUSLY  
SHEER  
SIMPLY  
SIMPLY PUT  
(SO THAT WE CAN; TO)  
UNDERSTAND ONE

ANOTHER BETTER  
(SO) THE STORY GOES  
SO-CALLED  
SOME KIND OF  
SOME THINGS ARE  
IMPOSSIBLE  
SOME THINGS ARE POSSIBLE  
SOME TYPE OF  
SOMEHOW (IN THE WORLD)  
SOMETHING IS TELLING ME  
(THAT)  
SOMETHING TELLS ME  
SOMETIMES I WONDER  
(IF; WHEN; WHERE;  
WHETHER; WHO; WHY)  
SOMEWHAT  
SOMEWHERE AROUND  
SOMEWHERE CLOSE TO  
SOMEWHERE IN THE  
NEIGHBORHOOD OF  
SOMEWHERE IN THE VICINITY  
OF  
SOONER OR LATER  
SPEAKING ABOUT  
SPEAKING OF  
SPONTANEOUSLY  
STRANGE TO SAY  
STRICTLY SPEAKING  
SUBSEQUENTLY  
SUFFICE IT TO SAY  
SURPRISINGLY OR NOT



T

TAKE IT OR LEAVE IT  
TALKING ABOUT  
TELL YOU WHAT  
THANK YOU AGAIN  
THAT  
THAT (VERY) INSTANT  
THAT BEING SAID  
THAT IS (NOT AN; NO)  
EXAGGERATION  
(IT REALLY HAPPENED)  
THAT IS TO SAY  
THAT KIND OF (A) THING  
THAT MEANS  
THAT (VERY) MOMENT  
THAT (VERY) INSTANT  
THE  
  
THE ANSWER (IS;  
MAY BE; MIGHT BE)  
THE BETTER PART OF  
THE BOTTOM LINE IS THAT  
THE CONCEPT OF  
THE CONDITION OF  
THE EPITOME OF  
THE FACT IS  
THE FACT (STILL) REMAINS  
(THAT)  
THE FACT OF THE MATTER IS  
THE FACT THAT  
THE \_\_\_\_\_ FACTOR

THE FIRST THING I WOULD  
LIKE TO SAY IS THAT  
THE FIRST THING I'M GOING  
TO DO IS  
THE FLIP SIDE IS  
THE FOLLOWING  
THE HELL  
THE IMPORTANT THING IS  
THAT  
THE INS AND OUTS OF  
THE NEXT THING (HE DID;  
THAT HAPPENED) WAS  
THE NEXT THING I WANT TO  
TALK ABOUT IS  
THE NOTION OF  
THE ONE AND ONLY  
THE POINT BEING THAT  
THE POINT IS THAT  
THE PRACTICE OF  
THE PRESENCE OF  
THE QUESTION  
(ARISES; IS; OF)  
THE REALM OF  
THE REASON  
THE SITUATION IS THAT  
THE THING IS  
THE TIME HAS COME  
(FOR US) TO  
THE TRUTH IS (THAT)  
THE TRUTH (OF THE MATTER)  
IS (THAT)  
THE (VERY) IDEA OF  
THE (VERY) NOTION OF  
THE WAY I INTERPRET IT IS  
THE WAY I LOOK AT IT IS

THE WAY I SEE IT IS  
THE WAY I SEE THINGS  
THEN  
THEN AGAIN  
THERE ARE NO WORDS TO  
EXPRESS HOW I FEEL  
THERE, I SAID IT  
THERE IS NO DOUBT THAT  
THERE IS ONE THING I HAVE  
NOT TOLD YOU  
THERE IS SOMETHING I HAVE  
NOT TOLD YOU  
THEREFORE  
THEY ARE ALL (ALIKE;  
THE SAME)  
THINGS (LIKE; SUCH AS)  
THIS CASE INVOLVES  
THOUGH EVERYTHING IS NOT  
INTERRELATED  
THOUGH NOT EVERYTHING IS  
INTERRELATED  
TO A (GREATER OR LESSER  
DEGREE  
TO BE BRIEF (ABOUT IT)  
TO BE FRANK (ABOUT IT)  
TO BE HONEST (ABOUT IT)  
TO BE SHORT  
TO BE SURE  
TO BEGIN (WITH)  
TO CLARIFY  
TO CONCLUDE  
TO CUT TO THE CHASE  
TO MAKE A LONG STORY  
SHORT(ER)  
TO MAKE MATTERS (EVEN)

WORSE  
TO ME  
TO START (WITH)  
TO SUM UP  
TO SUMMARIZE  
TO THE CONTRARY  
TO TOP IT (ALL) OFF  
TRIAL AND ERROR  
[ say "Trial and Success" ]  
TRULY  
TYPE OF



ULTIMATELY  
UNAMBIGUOUSLY  
UNDENIABLY  
UNDOUBTEDLY  
UNEQUIVOCALLY  
UNEXPECTEDLY  
UNFORTUNATELY;  
FORTUNATELY  
UNIQUE IN ITS OWN WAY  
UNMISTAKABLY  
UNPREDICTABLY  
UNQUESTIONABLY  
UTTER



VERY (NOTION OF)

(VERY) FEW PEOPLE KNOW  
THAT  
VIRTUALLY

W

WE CAN SAFELY SAY THAT  
WE CAN SEE THAT  
WELL I THINK THAT  
WELL (NOW)  
WERE YOU AWARE THAT  
WHAT COULD BE CALLED  
(A; AN)  
WHAT DO YOU THINK ABOUT  
THIS  
WHAT HAPPENED NEXT WILL  
(AMAZE; ASTOUND) YOU  
WHAT I AM GOING TO TELL  
YOU (HERE TODAY)  
IS THAT  
WHAT I NEED TO (SAY  
(TO YOU); TELL YOU) IS  
WHAT I (WILL; WOULD) CALL  
WHAT I WANT TO SAY IS (THAT)  
WHAT I WOULD LIKE TO  
KNOW IS  
WHAT IN CREATION IS THAT  
WHAT IS (REALLY) GOING ON  
IS THAT  
WHAT IT (ALL) COMES DOWN  
TO IS  
WHAT THAT MEANS  
WHAT THAT MEANS (IS) (THAT)

WHAT WE ARE TALKING ABOUT  
IS (NOT) ABOUT  
WHAT—FOR LACK OF A  
BETTER EXPRESSION—  
I WILL CALL (A)  
WHAT'S EVEN MORE  
(INEXPLAINABLE;  
ODD; STRANGE)  
WHAT'S IMPORTANT (IS;  
IS NOT)  
WHAT'S MORE  
WHEN ALL IS SAID AND DONE  
WHEN IT COMES (DOWN) TO  
WHEN IT HAPPENS,  
WE'LL KNOW  
WHEN YOU GET RIGHT DOWN  
TO IT  
WHEN YOU STOP AND THINK  
ABOUT IT, YOU WILL SEE  
THAT  
WHETHER YOU) BELIEVE IT OR  
NOT  
WHICH (ARE; (JUST) HAPPENS  
TO BE; IS;  
WAS; WERE; WILL BE)  
WHILE I HAVE YOUR  
(UNDIVIDED) ATTENTION  
WHILE WE'RE AT IT (WE (MAY;  
MIGHT) AS WELL  
WINDS UP  
  
WHO (ARE; IS; WAS; WERE;  
WILL BE)  
WHY DON'T YOU JUST TELL US  
WHY NOT

WITH THAT IN MIND  
WORDS CANNOT EXPRESS  
WORSE  
WORST  
WOULD YOU BELIEVE

Y

YES INDEED  
YOU ARE NOT GOING TO  
BELIEVE THIS, BUT  
YOU CAN REST ASSURED  
KNOWING (THAT)  
YOU CAN SAY THAT AGAIN  
YOU COULD SAY (THAT)  
YOU KNOW  
YOU KNOW SOMETHING  
YOU KNOW WHAT I MEAN  
YOU MAY NOT BELIEVE WHAT I  
AM ABOUT TO  
    TELL YOU, BUT  
YOU MIGHT AS WELL  
YOU MIGHT NOT BELIEVE THIS,  
    BUT  
YOU NEED TO  
YOU NEED TO KNOW THAT  
YOUR GUESS IS AS GOOD AS  
    MINE  
YOU'RE NOT GOING TO  
    BELIEVE THIS BUT

